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ABSTRACT

Part of a series of statistical surveys of public broadcasting based on data provided by the licensees of the Corporation for Public Braodcasting, this report provides details of public television program content for the fiscal year 1982. The chapters include information on the following: (1) definitions and categories, (2) the public television system in fiscal year 1982, (3) instructional television services, (4) "Sesame Street" and "The Electric Company," (5) general and news/public affairs programs, (6) special or target audience programs, (7) local programing, and (8) PBS and prime time programing. Appendixes include discussion of the survey methods and operations, instruments and cover letters, a computation of standard error, and a chart of ITV subject matter by grade level. (HTH)

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Public Television Programming Content By Category Fiscal Year 1982

CS 204 829

CORPORATION FOR PUBLIC BROADCASTING

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Public Television Programming, 1974-82[1]
Quick Reference

	1974	1976	1978	1980	1982
System Characteristics					
Number of television stations	238	253	272	281	291
Number of licensees	153	154	158	161	165
Number of broadcasters	151	152	156	160	164
Broadcast Hours and Number of Programs					
Average annual hours per broadcaster	3,872	4,542	4,894	5,128	5,421
Average annual number of programs per broadcaster	6,547	7,607	8,282	8,823	9,162
Percentages of Total Broadcast Hours					
Program Content					
General	61.6%	66.5%	70.7%	71.3%	72.0%
News and public affairs	12.6	11.9	11.0	12.2	12.4
Information and skills	15.9	19.9	23.6	22.8	24.5
Cultural	17.9	20.9	22.1	21.9	22.8
General children's & youth	10.7	10.0	8.7	8.9	7.5
Other general	4.4	3.8	5.3	5.5	4.8
Instructional	17.1	16.6	14.9	14.7	14.3
Electric Company and *Villa Alegre*[2]	—	1.8	1.6	1.5	1.1
Other children's and youth	15.2	13.4	12.1	12.2	11.8
Adult educational	1.9	1.4	1.2	1.0	1.4
Sesame Street and *Electric Company*[2]	21.2	17.8	16.1	15.5	14.8
Producer					
Local (broadcaster's own facilities)	11.4%	10.1%	7.7%	7.0%	6.7%
Major public television production center	45.4	21.5	24.2	28.4	25.9
Other public television source		26.7	28.0	17.8	19.7
Consortium	2.5	1.7	1.8	2.7	2.6
Children's Television Workshop	22.0	18.8	16.8	17.1	15.8
Independent producer	5.9	6.1	5.3	7.9	11.3
Commercial producer	1.9	2.8	2.7	3.2	3.9
Foreign producer	5.8	7.6	9.1	7.8	6.0
International coproduction				4.7	4.1
Other	5.1	4.6	4.4	3.5	4.0
Distributor					
Local distribution only	11.3%	10.0%	7.4%	6.8%	6.2%
Public Broadcasting Service	62.1	69.3	71.6	69.6	67.1
Regional public television network	9.6	6.2	5.4	7.6	10.8
Other	17.0	14.5	15.6	16.0	15.9

[1]Data for 1974 and 1976 refer to the calendar years. Data for other years cover the fiscal years.

[2]Broadcasts of *The Electric Company* and *Villa Alegre* during school hours when school is in session are counted, except for 1974, in two content categories: instructional programming and a separate category for the principal dual-use (at home and in school) children's programs. *Sesame Street* and *The Electric Company*.

(Continued on inside back cover)

PUBLIC TELEVISION PROGRAMMING CONTENT BY CATEGORY FISCAL YEAR 1982

Prepared by

Robin Mendel
Natan Katzman
Solomon Katzman
Research and Programming Services

for
Corporation for Public Broadcasting

Public Television Programming Content By Category
FY 1982
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Contents

Acknowledgments xi
Summary of Highlights xiii

Chapters

I. Definitions and Categories 1
II. The Public Television System in Fiscal Year 1982 5
III. Instructional Television Services 25
IV. *Sesame Street* and *The Electric Company* 39
V. General and News/Public Affairs Programs 43
VI. Special or Target Audience Programs 55
VII. Local Programming 59
VIII. PBS and Prime Time Programming 65

Appendices

A. Survey Methods and Operations 69
B. Survey Instruments and Cover Letters 73
C. Computation of Standard Error 83
D. ITV Subject Matter by Grade Level 87

Tables

Index Letter*	Chapter		Page
A	II.1	Average Annual Hours and Programs Per Broadcaster by Region, Population, Class, and Budget	13
A	II.2	Average Annual Hours Per Broadcaster by Daypart and Broadcaster Type	14
	II.3	Average Hours Per Week by Time of Year	15
A	II.4	Average Annual Hours and Percentage of Total Hours Broadcast on Days When School Is in Session and Days When School Is Not in Session by Broadcaster Type	16
A	II.5	Percentage of Programs by Producer by Broadcaster Category	17
A	II.6	Percentage of Hours by Producer by Broadcaster Category	18
A	II.7	Percentage of Programs by Distributor by Broadcaster Category	19
A	II.8	Percentage of Hours by Distributor by Broadcaster Category	20
A	II.9	Percentage of Repeat Programs by Broadcaster Category	21
A	II.10	Percentage of Repeat Hours by Broadcaster Category	22
A	II.11	Program Types as Percentage of Daypart and Time of Year: Hours	22
A	II.12	Program Types as Percentage of Daypart and Time of Year: Programs	23
A,B,C	III.1	Average Annual Hours and School Hours by ITV and *Sesame Street* and *The Electric Company*	33
B	III.2	Most Frequent ITV Programs by Annual Number of Programs Per Broadcaster and as Percent of ITV Programs	33
A	III.3	Average Annual Hours and Percent of Total Hours Per Broadcaster by Program Type and Broadcaster Category	34
A	III.4	Average Annual Programs and Percent of Total Programs Per Broadcaster by Program Type and Broadcaster Category	35
B	III.5	Average Annual ITV Hours and Programs Per Broadcaster by Subject Matter	35
B	III.6	Average Annual ITV Hours and Programs Per Broadcaster by Grade Level	36
B	III.7	Average Annual ITV Hours and Programs Per Broadcaster by Format of Program	36

* See Appendix C, page 85.

B	III.8	Percentage of ITV Programs by Region by Source of Distribution	36
B	III.9	Average Annual ITV Hours and Programs Per Broadcaster by A) Producing Source and B) Source of Distribution	37
B	III.10	Average Annual ITV Hours and Programs Per Broadcaster by Use of Repeat Programs	37
B	III.11	Average Annual Hours and Programs Per Broadcaster of Local ITV, and Local ITV as Percent of All ITV by Broadcaster Category	38
C	IV.1	Percentage of *Sesame Street/The Electric Company* Programs by Daypart	42
D	V.1	Types of General & News Hours and Programs: Average Annual Totals and Percentages Per Broadcaster	52
D	V.2	Weekly Hours of General & News Hours by Yearpart	52
D	V.3	Annual Average General & News Hours and Programs Per Broadcaster by A) Producing Source and B) Source of Distribution	53
D	V.4	Annual Average General & News Hours and Programs Per Broadcaster by Use of Repeat Programs	53
D	V.5	Percentage of General & News Hours by Distribution by Region	53
	VI.1	Special and Target Audience Hours and Programs Per Broadcaster Within Different Programming Blocs	58
F	VII.1	Local Programming Hours by Region	63
F	VII.2	Local Programming Hours by Class	63
F	VII.3	Average Annual Hours and Percent of Local Programming Per Broadcaster by Program Type	64
G	VIII.1	PBS Material by Time of Year	67
G	VIII.2	PBS-Distributed Hours by Time of Day	67
G	VIII.3	Selected PBS-Distributed Series as Percentage of All Hours and Programs	68
G	VIII.4	Percentage of PBS-Distributed Hours and Programs	68
H	VIII.5	Percentage of Prime Time Hours and Programs by Program Type	68
		Appendix Tables	
	C.1	Number of Cases on Which Estimates Are Based	85
	C.2	Estimated Standard Error	85
	D.	ITV Subject Matter by Grade Level	87

Figures

Index Letter*	Chapter		Page
A	II.1	Public Television Stations, 1961–1982	6
A	II.2	Average Annual Hours Per Broadcaster by Category	7
A	II.3	Average Annual Hours Per Broadcaster on Days When School Is in Session and Days When School Is Not in Session	8
A	II.4	Percentage of Hours and Programs by Time of Day	9
A	II.5	Percentage of Hours and Programs by Day of Week	9
A	II.6	Percentage of Hours and Programs by Producer	10
A	II.7	Percentage of Hours and Programs by Distribution	10
A	II.8	PTV Programming by Type of Program	11
A	II.9	Percentage of PTV Hours by Type Since 1974	12
B	III.1	Average Annual ITV Hours by Broadcaster Category	27
B	III.2	Percentage of ITV Programs by Subject Matter	28
B	III.3	Percentage of ITV Programs Applicable to Grade Level	29
B	III.4	Percentage of ITV Programs by Format	29
B	III.5	Percentage of ITV Programs by Producer and Distributor	30
B	III.6	Local Versus Consortium Production of ITV Programming Since 1964	31
B	III.7	Percentage of ITV Programs by Use of Repeats	32
C	IV.1	Average Annual *Sesame Street/The Electric Company* Hours by Broadcaster Category	40
C	IV.2	Percentage of *Sesame Street/The Electric Company* Hours by Daypart	41
C	IV.3	Percentage of *Sesame Street/The Electric Company* Hours by Day of Week and Time of Day	41
C	IV.4	*Sesame Street/The Electric Company* Hours as Percentage of Selected Programming Segments	42
A	V.1	Average Annual General & News Hours by Broadcaster Category	44
D	V.2	Average Annual Station Promotion/Auction/Fund Raising Hours by Broadcaster Class	45
D	V.3	Percentage of General & News Hours by Day of Week and Time of Day	45
D	V.4	Percentage of General & News Hours by Producer	46
D	V.5	Percentage of General & News Hours by Distribution	46
D	V.6	Percentage of General & News Hours by Use of Repeats	46

* See Appendix C, page 85.

A	V.7	News/Public Affairs Hours Since 1974	47
E	V.8	Average Annual News/Public Affairs Hours by Broadcaster Category	48
E	V.9	Percentage of News/Public Affairs Hours by Day of Week and Time of Day	49
E	V.10	Percentage of News/Public Affairs Hours by A) Scope of Content and B) Program Format	50
E	V.11	Percentage of News/Public Affairs Hours by Producer	50
E	V.12	Percentage of News/Public Affairs Hours by Distribution	50
E	V.13	Percentage of News/Public Affairs Hours by Use of Repeats	51
A	VI.1	Special and Target Audience Program Hours by Broadcaster Category	56
F	VI.2	Percentage of Special or Targeted Air Time by Audience Including Specific National Programs	57
F	VI.3	Percentage of Special and Target Audience Hours by Distribution	57
A	VII.1	Local Programming Hours Since 1974	60
F	VII.2	Local Programming Hours by Broadcaster Category	61
F	VII.3	Percentage of Local News/Public Affairs Programming Hours by A) Scope and B) Format	62
F	VII.4	Local ITV Programs by Format	62
G	VIII.1	PBS-Distributed Hours Since 1974	66
G	VIII.2	Percentage of PBS-Distributed Hours by Producer	67
H	VIII.3	Percentage of Prime Time Hours by Program Type	67
H	VIII.4	Percentage of Prime Time Hours by Distribution	67

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We hope this report covers all the information useful to those who must understand and guide public television and educational technology. If there is a need for further analysis, the data base remains intact at CPB.

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Highlights

- In Fiscal Year 1982, there were 291 stations representing 164 schedules, an increase of ten stations and four schedules from 1980. An annual average of 5,421 hours and 9,162 programs were aired per broadcaster* in Fiscal Year 1982. This represents an increase of six percent in the number of hours and four percent in the number of programs over 1980 levels and increases of 40 percent (number of hours) and 40 percent (number of programs) since 1974. In all, 1,577,511 hours of material were broadcast by PTV stations in Fiscal Year 1982. This was a 71 percent increase over the 1974 level.
- The average broadcaster aired 774 hours of ITV*, comprising 14.3 percent of all air time in Fiscal Year 1982. *Sesame Street* and *The Electric Company* accounted for 803 hours and 14.8 percent of all air time, an increase in the number of hours from 1980 when the figure was 795 hours, but a decrease in the percentage of material from 1980 when the figure was 15.5 percent. General programming (including News/Public Affairs, Information/Skills, Cultural, Children's and other programs) accounted for 3,905 hours and 72 percent of all air time in Fiscal Year 1982, compared to 3,663 hours and 71.3 percent in 1980. These figures represent a 242-hour increase in the number of broadcast hours and a 0.7 percentage increase in share.
- Locally produced and distributed programming represented 332 hours and 6.1 percent of all air time in Fiscal Year 1982. The number of hours was essentially unchanged from 1980 (333 hours), marking an end in the decline of locally produced and distributed programming hours since 1974 when the average was 422 hours per year.
- The number of hours of material distributed* by PBS in Fiscal Year 1982 averaged 3,637 per broadcaster, a figure up from the 3,569 hours in 1980 and significantly above 1974 with 2,405 hours. The percentage of all material which was distributed by PBS, however, was 67.1 percent in FY 1982, below the 69.6 percent recorded in 1980 and even lower than the peak figure of 71.6 percent recorded in 1978.
- Programming from independent producers, excluding CTW, accounted for 11.3 percent of all air time, an average of 612.6 hours per broadcaster in FY 1982. This was a marked increase from 7.9 percent and 405.1 hours in FY 1980 and a significant increase from 5.9 percent and 288 hours in 1974.
- Special or target audience programming in Fiscal Year 1982 was equal to the 1980 level with 432 hours per year per broadcaster, representing 8 percent of all air time, a decrease from 8.5 percent in 1980. As in 1980, nearly one-third (31 percent) of this targeted programming consisted of the series *Over Easy*.

*See Chapter I for definitions.

Chapter I

Definitions and Categories

DEFINITIONS

No. 1 Public Television Licensee

A PTV licensee is an organization holding one or more licenses to operate an educational or noncommercial television station. Licenses have been granted to four types of organizations: community nonprofit television organizations; institutions of higher education; local school boards or authorities; and state boards, commissions or authorities. The data presented in this report are based on the programming schedules of 165 licensees.

No. 2 Public Television Station

A PTV station is the unit that transmits a single noncommercial television signal on a single channel. Each station has its own transmitter, channel number, and call letters; and each serves a community covered by the broadcasting radius of the transmitter (plus translators and cable systems). Thus, the Georgia ETV Network operates stations in eight different locations. The data presented in this report are based on the schedules of 284 stations. In addition, there were seven secondary stations in operation for which data are not included.

No. 3 Public Television Broadcaster

A PTV broadcaster is the organization (or organizations) responsible for a single schedule of programs in the noncommercial system. Such programming can be broadcast by one or many stations, but a single schedule describes a single broadcaster. One licensee may be responsible for two or more different schedules, and in one case a pair of licensees are jointly responsible for the schedule of a single station. Thus, a broadcaster may represent one or more stations, a licensee may represent one or more broadcasters, and a broadcaster may include more than one licensee. The data presented in this report represent 164 broadcasters, and are often reported in terms of the average annual number of hours (or programs) in a given category per broadcaster.

Examples:

- KETC, Channel 9/St. Louis, is a single station operated by a single licensee. It defines a single broadcaster.
- The Georgia ETV Network operates eight stations with a single schedule. It is one licensee and defines a single broadcaster.
- In West Virginia, The Educational Broadcasting Authority is the licensee for stations WSWP and WPBY. Each station broadcasts an independent schedule, an example of one licensee and two broadcasters.
- In Miami, two licensees share Channel 2: the Community TV Foundation and the Dade County School Board. The overall schedule for Channel 2 was taken to define a single broadcaster composed of two licensees. Survey forms for each sample date had to be sent to a pair of addresses in order to obtain information about one broadcaster.

No. 3.1 Secondary Broadcasters

The definition of a PTV broadcaster may include several secondary schedules. A secondary broadcaster is a PTV licensee that broadcasts two PTV schedules on separate channels to a single community. There are seven such secondary schedules in the United States, which are usually shorter and supplement the service provided by the main channel. If secondary broadcasters had been included in the data analysis as though they were independent, the data would have been distorted—per broadcaster averages would have been lower and trends by budget size would have been artificially skewed. If they had been added to the main schedule (e.g., all programs on WQED and WQEX represent one broadcaster), there would have been similar biases in the other direction. In prior reports, data for

secondary schedules have been collected and presented separately, but are no longer being reported.

No. 4 Broadcaster Hours of Material

Since the goal of this report was to distill program schedules across the PTV system, it was felt that the primary analyses should be made in terms of broadcasters. Therefore, the findings reflect decisions and policies in proportion to their numbers. When analyses are made across stations, the policies of multi-station broadcasters are unjustifiably amplified in relation to the rest of the system.

The data reported here are based on proportions and frequency estimates of two variables. Programs were counted once for each airing, including repeats. Hours of programming were calculated by adding together minutes of duration for all programs in a category and dividing by 60. The reported duration of each program was rounded to the nearest five minutes prior to summation. One reason for this was to correct for inconsistency in reporting. The same PBS-supplied program might be reported as 58 minutes by one respondent and 60 minutes by another. Another reason was that filler material, station breaks and other content that took less than three minutes were excluded. Failure to compensate would result in an artificial reduction in total broadcast hours.

Computerized calculations from data collected in the sampling procedure produced estimated "average annual broadcaster hours" of a given type of programming. These have been emphasized in the report, although in some cases "average annual broadcaster programs" of a particular type are also important.

No. 5 PTV Producers

Broadcasters were asked to code the producer for each program that they aired. (See Appendix B for a copy of the survey instrument.) Locally produced programming ("our facilities") was given precedence for that broadcaster over all other categories, including "major PTV producer: KCET, KQED . . . WTTW." Thus, if WQED produced a program that was broadcast by other PTV stations (e.g., *National Geographic Special*), WQED would code the program as a local production and all other broadcasters would code the program as "major PTV producer."

No. 6 PTV Distributors

The "distributor" refers to the organization that placed the program in distribution, not the producer or last link in a supply chain. A program made by WXXX, distributed by the Pacific Mountain Network, and transmitted via a PBS transponder would be coded as being distributed by the PMN. ITV programs distributed by the Agency for Instructional Television (AIT) but received via the PBS satellite "hard feed" would be coded as being distributed by AIT.

CATEGORIES OF BROADCASTER TYPES

Four variables were considered in the analysis of data by broadcaster category: budget size, region of the country, "class" of broadcaster, and population served. Data in this report represent 164 broadcasters, 165 licensees, and 284 stations. Seven additional stations were defined as "secondary." The four variables resulted in the following division of broadcasters:

Budget Size

Six budget categories were created on the basis of CPB adjusted budget figures for FY 1981, the year for which the latest budget figures are available. These categories are being used by the current CPB analyses for the annual Summary Statistical Report series of publications. The division by broadcaster follows:

Budget Category	Number of Broadcasters
Under $800,000	22
$800,000–$1,699,999	47
$1,700,000–$2,599,999	38
$2,500,000–$3,499,999	18
$3,500,000–$8,999,999	28
$9,000,000 and over	11

Broadcasters were assigned to budget categories on the basis of licensee figures. In theory this might have led to complex problems when broadcasters did not coincide with individual licensees. In fact, the six broad categories posed no problems.

Region of the Country

Five regions were based on a category scheme to reflect time zones, membership in regional networks and noninterconnected broadcasters. (See Figure I.1.)

Region	States and Other Areas Included	Number of Broadcasters
Northeast	Connecticut, Delaware, Washington, D.C., Maine, Mary-	33

Region	States and Other Areas Included	Number of Broadcasters
	land, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont, West Virginia	
Central	Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, Wisconsin	44
South	Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia	47
West	Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, Wyoming	36
Outlying	Guam, Puerto Rico, Samoa, Virgin Islands	4

Class of Broadcaster

This report defines four classes of broadcasters, also known as "licensee types." Since licensees were not the unit of analysis, however, "broadcaster class" will be the standard term of reference.

Class Name	Definition	Number of Broadcasters
Local School	Stations licensed to a local school board, district or authority. (WTHS, Miami not included.)	13
Community	License held by independent foundation or corporation free from government or institutional financial affiliation. (Includes WPBT/ Channel 2, Miami.)	71
State System	License held by state authority, agency, board or commission, or multiple station system licensed through another state-wide entity (e.g., state university). Includes single-station, state-licensed systems (e.g., Rhode Island); states with more than one independent broadcaster (e.g., South Carolina); the network in Maine—where state-wide system is run through a university license; and Oklahoma and Connecticut.	24
University	License held by institution of higher education (university, college, junior/ community college), except when operated as a state network.	51

One broadcaster—WNYC, licensed to a municipal government—does not in any way resemble either a state system or a school board station. Four nondomestic broadcasters were also atypical, so they and WNYC were excluded from analyses by broadcaster class.

Population Served

Six population ranges were created for this survey, based on the AREAPOP data reported in the Status of Public Television System, Spring 1982, by National Association of Public Television Stations. Two nominal categories were also used to better describe the status of broadcasters.

First, broadcasters with more than one station were not grouped by population, which indicates a continuum from small towns to large cities. Putting multistation networks into a category intended to indicate cities appeared to be inappropriate. Thus, a category

called "Multiple" was created to include all broadcasters whose schedules are transmitted by more than one station. It does not include all state system broadcasters, since some operate independent schedules for single stations (e.g., WSBE, Providence or WSWP and WPBY, West Virginia).

Second, it was inappropriate to include the second or third PTV broadcaster in a metropolitan area as serving the area's entire population range. Instead, these broadcasters were placed in an "overlapped" population category. The reasoning was that these broadcasters, although they are not "secondary" by definition, operate under different programming philosophies and priorities from those PTV broadcasters providing the main service to a community of a given size. (The main service was defined as that provided by the lowest channel number. This definition corresponds to the authors' knowledge of the situation in the nine communities involved.) Thus, 14 broadcasters were placed in an "overlapped" category, while the nine "overlapping" broadcasters were placed in categories representing the population of their communities; e.g., KTEH, San Jose and KCSM, San Mateo were placed in the overlapped population category, while KQED, San Francisco was placed in the "more than 2,000,000" category.

Population Served	Number of Broadcasters
Less than 150,000	18
150,000–349,999	16
350,000–599,999	19
600,000–999,999	19
1,000,000–2,000,000	24
More than 2,000,000	23
Multiple	31
Overlapped	14

Note: This study is derived from Public Television Program Content: 1974, Public Television Programming by Category: 1976, Public Television Programming Content by Category Fiscal Year 1978, *and* Public Television Programming Content by Category Fiscal Year 1980. *Due to changes in population, budgets, and license holders (and because nondomestic broadcasters are no longer included with state systems), however, the categories used in this report are not strictly comparable to the ones used in those four publications.*

METHODOLOGY

For details of the survey technique, materials and statistical characteristics see Appendix A, Appendix B and Appendix C at the end of the report.

The survey is based on a stratified sample and clustered random sample of broadcast schedules. Therefore, the findings must be interpreted within a range of standard error—a plus-or-minus range surrounding any given figure. The fewer the cases (program types, station types, etc.) being described, the larger the standard error. (See Appendix C for details.)

Chapter II

The Public Television System in Fiscal Year 1982

SYSTEM SIZE

In 1982 the public television system had 291 stations in operation. This figure includes 284 stations analyzed in this report plus seven secondary stations. Figure II.1 shows growth since 1961. Data from this survey indicate that PTV stations (including both primary and secondary stations) broadcast about 1.58 million station-hours during the course of the year. This survey examines annual PTV programming across the 164 primary schedules sampled seven times in the year—a total of 1,148 broadcaster-days. The results reported in the main body of this report include data from 907 broadcaster-days. Thus the response rate was 79.01 percent of the broadcaster-days in the sample.

The average broadcaster offered 5,421 hours of 9,162 PTV programs in FY 1982. This was an increase of 339 hours (3.8 percent) and 293 programs (5.7 percent) per broadcaster over 1980 averages. As Figure II.2 and Table II.1 indicate, those broadcasters providing the greatest number of annual hours had higher budgets, were located in the Northeast, were licensed to community organizations and universities, and served larger populations.

Detailed examination indicates that during a PBS feed, the average number of program hours fluctuated least across budget categories. Table II.2 reveals that differences in prime time and in the weekday-after-school period are minimal when compared to differences in early hours, weekend afternoons, during school hours or late night.

PTV broadcasters with larger budgets were able to provide considerably more programming at times when there was no PBS interconnected feed (with the notable exception of broadcasters in the highest budget category). Figure II.3 reveals that the difference across budget categories is sharper on days when school is not in session—weekends and vacation periods.

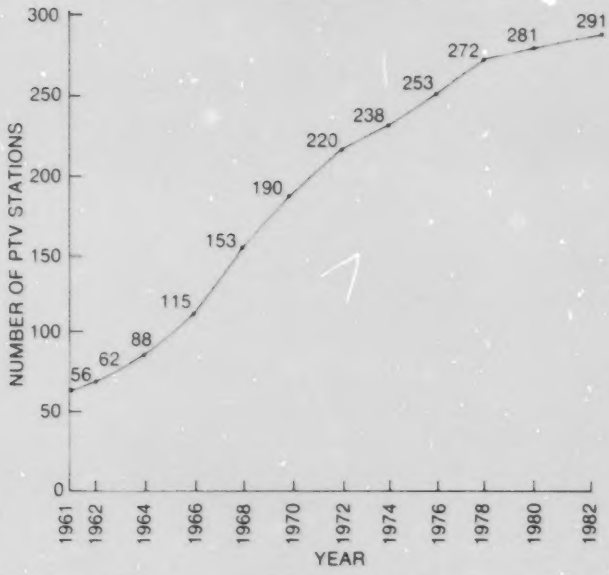
Other data indicate that use of non-PBS material partially explains the variation in total broadcast hours. Broadcasters in the highest budget category broadcast 1,097 more hours per year than those in the lowest budget category. (See Table II.1.) But, those in the highest budget category used only 340 more hours from PBS. PBS accounted for 71 percent of the hours in the lowest budget category, and 62 percent in the highest budget category. More affluent broadcasters were able to provide additional hours by adding local programs and acquisitions to what was provided by the national service. This trend was more pronounced in FY 1982 than it was in FY 1980 when PBS represented 72 percent and 68 percent of the schedules in the lowest and highest budget categories, respectively. (See Table II.8.)

This survey includes data from sample days when broadcasters were off the air. Only five such dark days were reported in the 1976 survey, three in the FY 1978 survey, two in the FY 1980 survey, and four in the FY 1982 survey, compared to 37 in 1974. The CPB policy requiring full schedules was implemented near the end of the 1974 survey and apparently reduced the number of dark days.

A final perspective on total broadcaster hours is provided by Table II.3, which gives average weekly broadcaster hours for three different parts of the year. The average broadcaster transmitted 114.7 hours per week from October 1 to January 13, 103.2 hours per week from January 14 to June 17, and 95.1 hours per week from June 18 to September 30. The first period increased 11.6 hours, the second period increased 1.4 hours, and the third period increased 6.1 hours per week from FY 1980.

The drop in the average weekly hours of programming during the summer months was most pronounced among stations serving the smallest populations and, naturally enough, among those licensed to a local school board. Table II.4 indicates that most broad-

Figure II.1
Public Television Stations, 1961–1982



Source: Research and Programming Services

casters presented just over half their programming (51 percent average) on days when school was in session. Lower budget categories had a higher percentage of programming hours when school was in session. Similarly, stations serving smaller populations broadcast a greater percentage of their hours while school was in session.

DAY AND TIME OF PROGRAMS

The variables of time of day and day of week are covered in the discussion of specific program types presented in later chapters of this report. Figures II.4 and II.5 provide a brief overview of the division of all programming.

Broadcast hours were divided among three parts of the day: school hours/weekend daytime (34.6 percent), after-school hours/weekend late afternoon (26.4 percent), and prime time (22 percent). Naturally, these proportions have been influenced by fluctuations over time of year and days when school was not in session; they reflect the overall averages for FY 1982 for all stations for the entire FY 1982 year. It is noteworthy that proportions of programs do not match proportions of hours: ITV programs broadcast during school hours (and mostly on weekdays) are frequently 15 or 20 minutes in length. Counted program-by-program they produce a higher proportion of programs to hours in comparison with half-hour or hour-long prime time programs.

Similarly, analysis by program on weekends produces lower proportions than analysis by hours of material because of the shorter duration of school programs broadcast on weekdays.

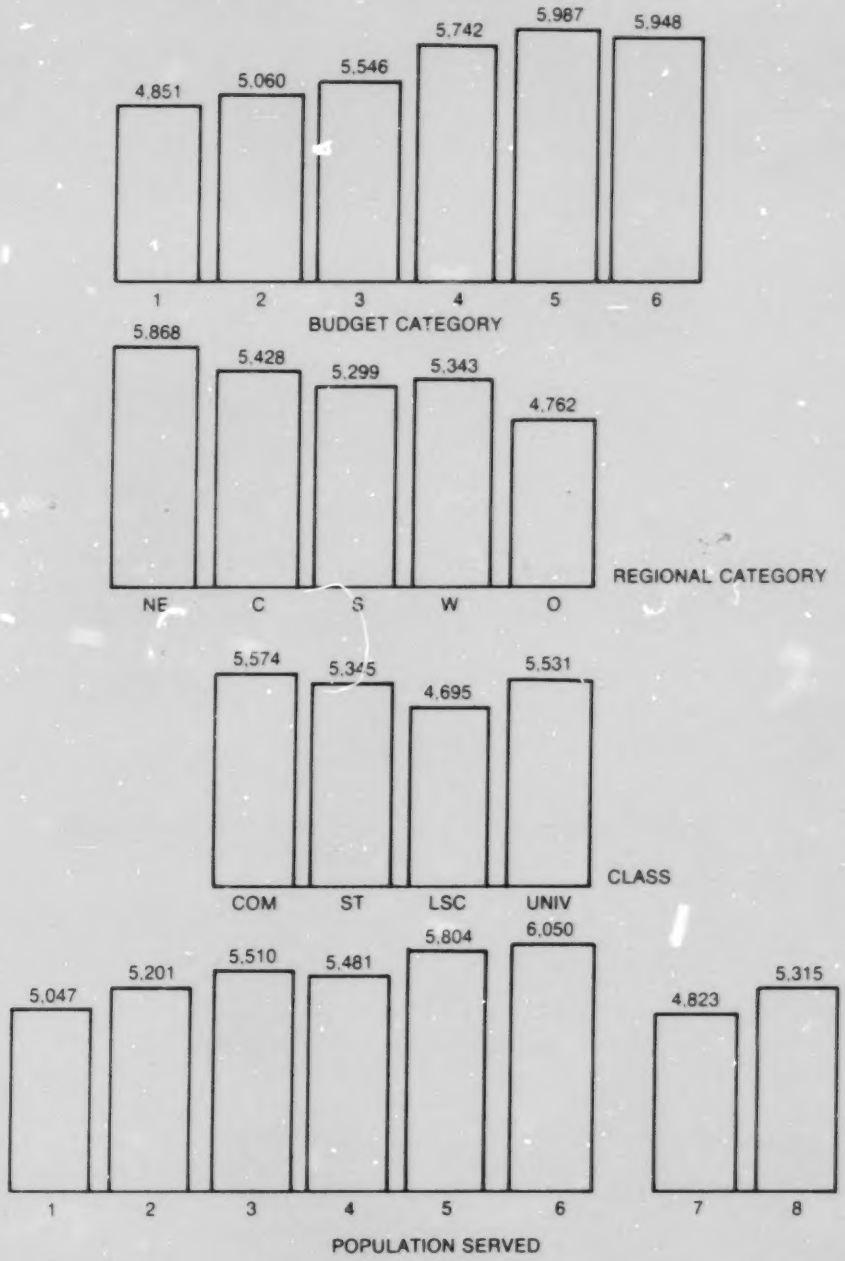
PRODUCTION AND DISTRIBUTION

In public television the producer of a program and the distributor of that program usually are not the same. Material "produced in our facilities," for example, may have been sent to PBS or a regional network for distribution. Figures II.6 and II.7 present an overview of the major sources of PTV production and distribution in FY 1982 and Tables II.5 and II.6 show the relation of producers to broadcaster categories.

Public television organizations produced at least 54.9 percent of the hours aired by PTV broadcasters. Major PTV producers (WTTW, WQED, WNET, WGBH, WETA, MCPB, KQED, KCET) were responsible for 25.9 percent of productions; 19.7 percent came from other PTV organizations (Family Communications, Inc., SECA, BCTV, or other PTV stations); 6.7 percent came from the broadcasters' own facilities; and 2.6 percent came from consortium productions which included PTV broadcasters. In addition to PTV broadcasters, the Children's Television Workshop (CTW) produced 15.8 percent of broadcast hours, and other independents were responsible for 11.3 percent. (See Figure II.6.) A number of different categories can be combined to indicate the percentage of hours provided by "independent" producers. The category for "independent or ITV" producers generated 11.3 percent of all hours; CTW produced 15.8 percent; *Mister Rogers' Neighborhood* and *Villa Alegre* contributed 4.5 percent; and fractions of various series such as *American Playhouse* are conservatively estimated to have accounted for another two percent. Thus, we estimate approximately one third of all broadcast hours were produced by domestic U.S. independent producers.

The international coproduction category also includes programs partially produced by PTV stations. Once again, the differences between proportions of hours and proportions of programs reflected the shorter average duration of instructional programs, usually produced by nonmajor PTV organizations. Table II.6, showing percentages of hours by producer by broadcaster category, reveals that Southern broadcasters and Outlying broadcasters, those with larger budgets, those licensed to state networks, and overlapped stations

Figure II.2
Average Annual Hours Per Broadcaster By Category



BUDGET CATEGORY
1 = UNDER $800,000
2 = $800,000–$1,699,999
3 = $1,700,000–$2,599,999
4 = $2,000,000–$3,499,999
5 = $3,500,000–$8,999,999
6 = $9,000,000 AND OVER

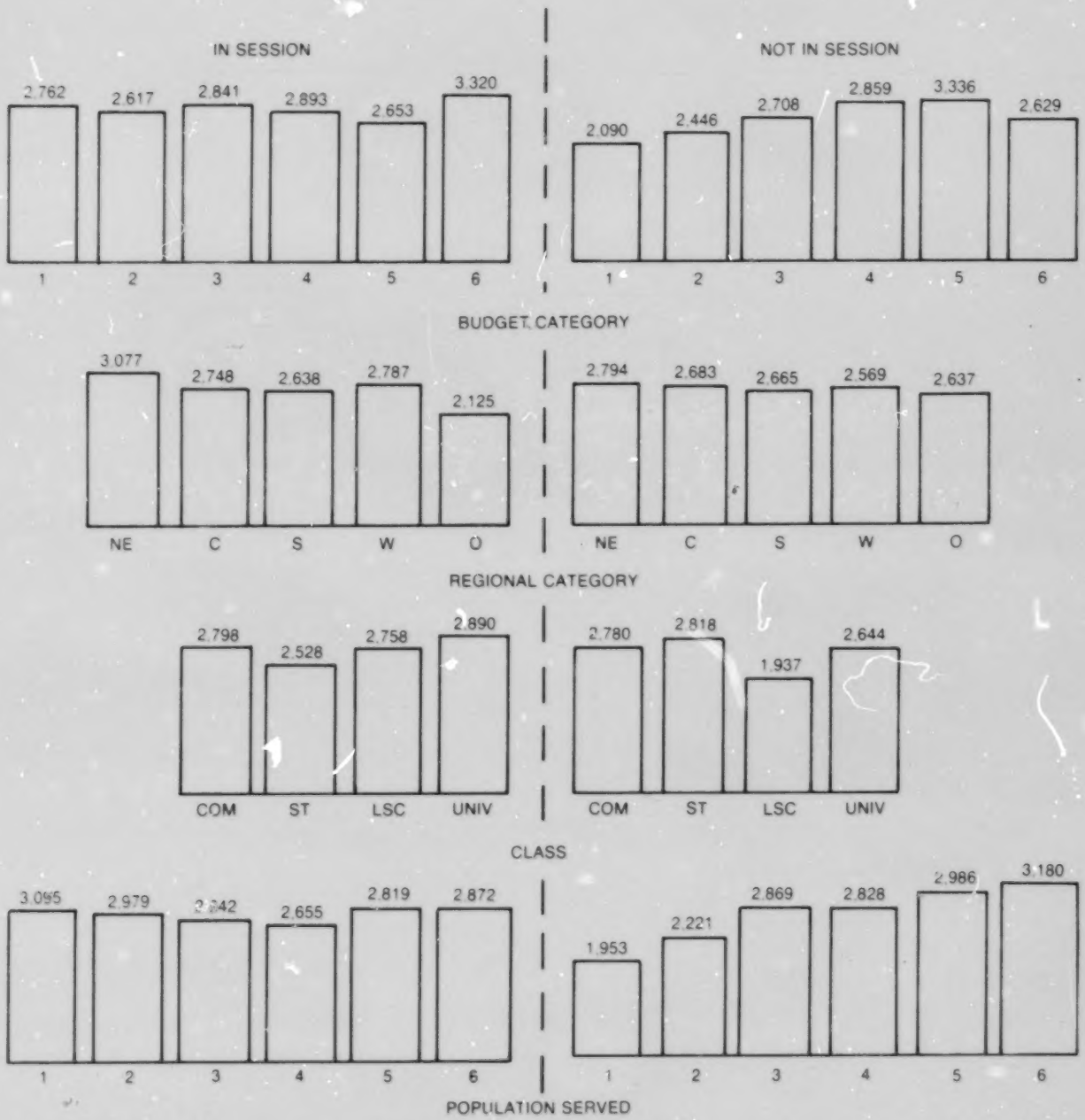
REGIONAL CATEGORY
NE = NORTHEAST
C = CENTRAL
S = SOUTH
W = WEST
O = OUTLYING

CLASS
COM = COMMUNITY
ST = STATE
LSC = LOCAL SCHOOL
UNIV = UNIVERSITY

POPULATION SERVED
1 = UNDER 150,000
2 = 150,000–349,999
3 = 350,000–599,999
4 = 600,000–999,999
5 = 1,000,000–2,000,000
6 = OVER 2,000,000
7 = OVERLAPPED
8 = MULTIPLE

Source: Research and Programming Services

Figure II.3
Average Annual Hours Per Broadcaster on Days When School Is in Session and Days When School Is Not in Session



BUDGET CATEGORY
1 = UNDER $800,000
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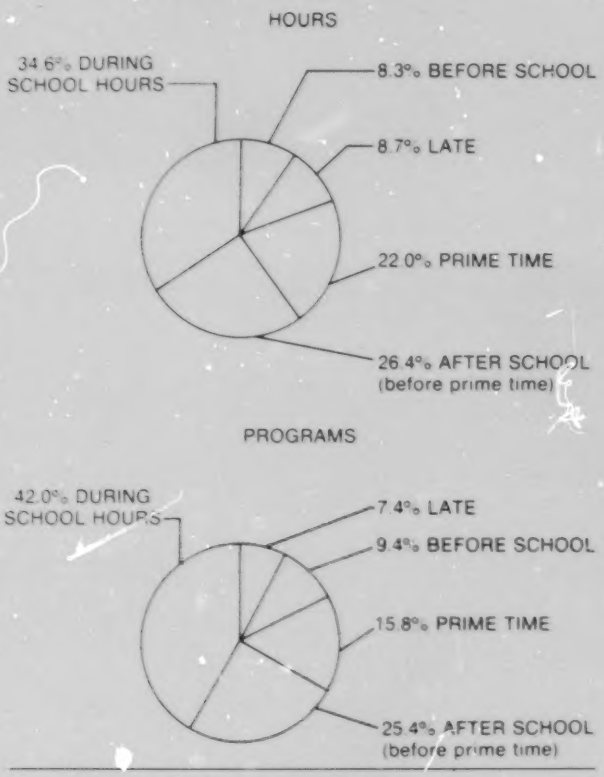
6 = OVER 2,000,000

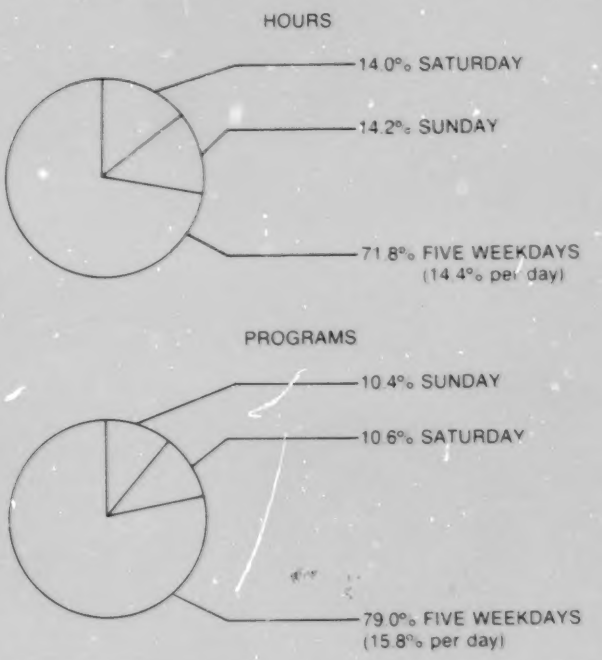
Source: Research and Programming Services

Figure II.4
Percentage of Hours and Programs by Time of Day



Source: Research and Programming Services

Figure II.5
Percentage of Hours and Programs by Day of Week



Source: Research and Programming Services

tended to produce a higher percentage of local hours of material. (See Chapter VIII for more details on local production.)

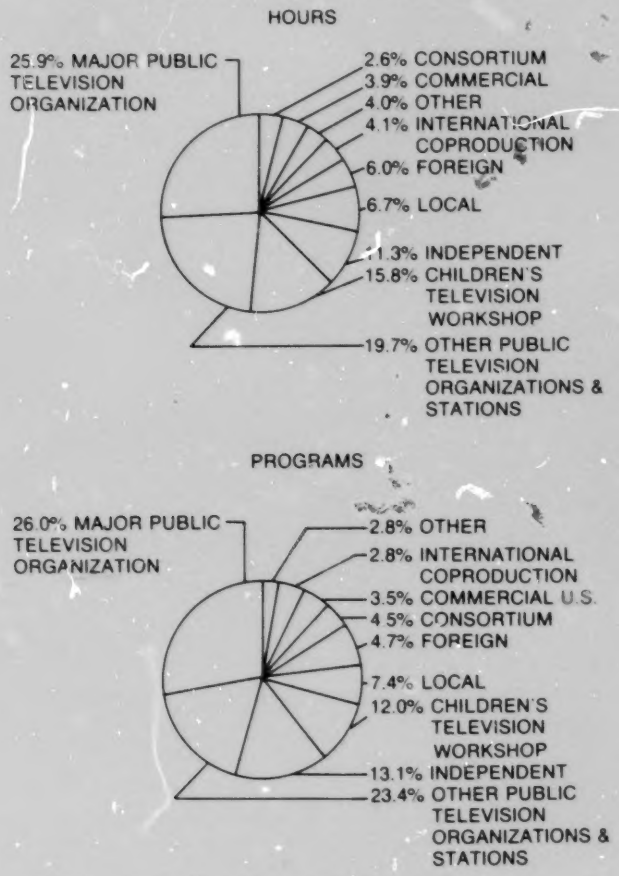
The data presented in Figure II.7 reveal that PBS distributed 67.1 percent of all program hours aired in FY 1982. This represents a leveling or slight decline in the percentage of PBS material aired by broadcasters from 62.1 percent in 1974, 69.3 percent in 1976, 71.6 percent in FY 1978, and 69.6 percent in FY 1980. (See Figure VIII.1.) The data indicate that broadcasters used about 3,637 hours per year from PBS (versus 3,569 in FY 1980, 3,504 in FY 1978, 3,148 in 1976 and 2,405 in 1974). Thus, the actual number of PBS hours aired has increased slightly. Since programs distributed by the national service tended to be longer (average length 41 minutes) than all other programs (average length 26 minutes), PBS distributed a somewhat lower proportion (58.9 percent) of all programs. Nevertheless, PBS is the dominant distribution source whether the measurement is in hours or programs. Regional networks were the secondary distribution source with 10.8 percent of all hours (an increase from 7.6 percent in FY 1980), followed by local material with 6.2 percent of all hours (a slight decrease from 6.8 percent in FY 1980).

OVERVIEW OF PROGRAM TYPES

The next four chapters discuss in detail various aspects of program types recorded by this survey. The data described in Figure II.8 provide a brief overview while Figure II.9 indicates the historical trends since 1974. Later chapters discuss more specific typologies. Figure II.8 and Tables II.11 and II.12 cluster program types into seven basic groups:

(1) *Instructional television*—abbreviated ITV—includes those programs defined by respondents as either "used in traditional school or instruction subjects" or "part of a self-teach program in standard instruction subjects." Programs designed to educate informally were not included. This conservative, strict definition of instructional programming, which corresponds to the notion of formal instructional use of television, was used on the survey response form (see Appendix B). Broader definitions are examined in Chapter III. Episodes of *The Electric Company* broadcast during school

Figure II.6
Percentage of Hours and Programs by Producer



Source: Research and Programming Services

hours while school was in session are included in the ITV group.

ITV programs accounted for 14.3 percent of all broadcaster hours and 25.4 percent of programs broadcast in FY 1982. These percentages represent annual averages of 774 hours per broadcaster and 2,328 programs per broadcaster, an increase from 754 hours and a decrease from 2,406 programs in FY 1980.

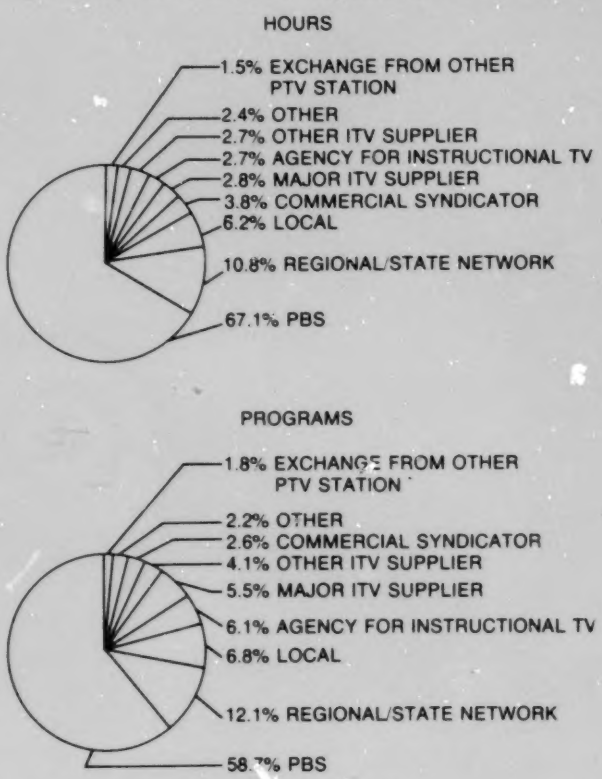
(2) *Sesame Street and The Electric Company*—abbreviated SS/EC—accounted for 14.8 percent of all broadcaster hours and 10.9 percent of all PTV programs on the air in FY 1982. The percentages represent annual averages of 802 hours per broadcaster and 995 programs per broadcaster, including repeats. This represents a slight increase in the number of hours from 795 in FY 1980 and a decrease from 15.5 percent in FY 1980 in the percentage of the longer average broadcast day devoted to airings of SS/EC.

In Figure II.8 broadcasts of SS/EC are divided into two parts: *The Electric Company* aired weekdays during school hours, and episodes of either program broadcast at other times or on weekends. In most of this report, school broadcasts of *The Electric Company* (1.1 percent) are counted in both the ITV and SS/EC program types. Thus, percentages add to more than 100 percent.

(3) *News and Public Affairs* material—abbreviated News/P.A.—accounted for 12.4 percent of all broadcaster hours and 13.6 percent of all PTV programs in FY 1982. The percentages represent annual averages of 673 hours per broadcaster and 1,244 programs per broadcaster, representing increases from 626 hours and 1,112 programs in FY 1980. Chapter VI considers News/P.A. content in greater detail.

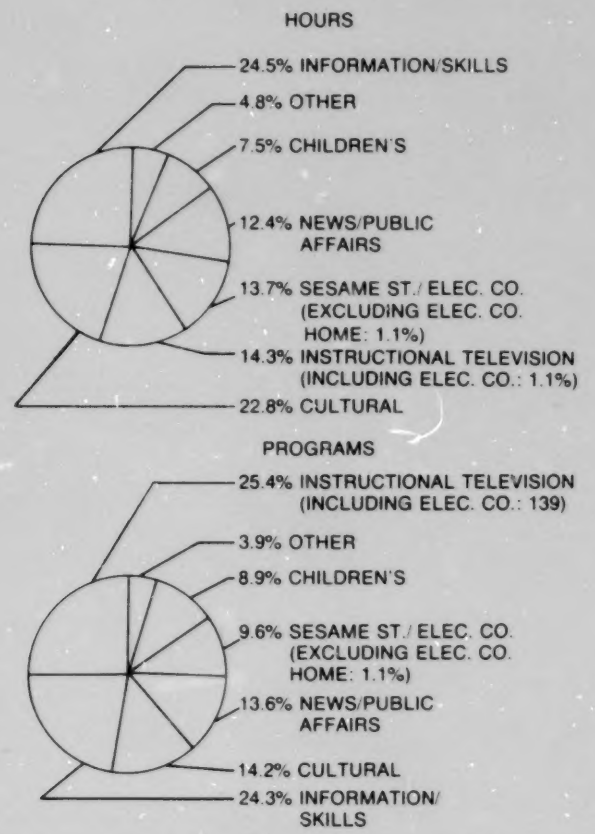
(4) *Information and Skills* material represents a cluster of four program types: Science, General Information, History/Biography and Skills/How-To-Do-It. Such programs comprised 24.5 percent of all broadcaster hours and 24.3 percent of all programs aired in FY 1982. Annual averages of 1,331 hours per broadcaster and

Figure II.7
Percentage of Hours and Programs by Distribution



Source: Research and Programming Services

Figure II.8
PTV Programming by Type of Program



Source: Research and Programming Services

2,231 programs per broadcaster are presented by the sample, compared to 1,173 hours and 1,985 programs in FY 1980.

(5) *General Children's* material represents PTV programs for other than ITV (defined previously) and *Sesame Street* and *The Electric Company*. Nationally, the category includes *Mister Rogers' Neighborhood*, *Villa Alegre*, *Studio See*, and other programs for children. This type of program content covered 7.5 percent of all air time and 8.9 percent of programs in the annual PTV schedules for FY 1982. General children's material accounted for 406 hours per broadcaster annually and 816 programs per broadcaster annually, compared to 456 hours and 918 programs in FY 1980.

(6) *Cultural* programs include any of six types: Culture/Art/Reviews, Music/Dance Performance, Drama Performance or Series, Feature Film, Comedy/Satire or Variety. Cultural offerings amounted to 22.8 percent of total broadcaster hours and 14.2 percent of all programs aired. The percentages represent annual averages of 1,240 hours per broadcaster and 1,305 programs per broadcaster in FY 1982 vs. 1,126 hours and 1,186 programs in FY 1980.

(7) *Other* material comprised relatively small percentages (4.8 percent of all hours). It includes sports, auctions, and fund raising, and anything not covered by the previous categories.

The data in Figure II.8 paint the broadest picture of public television content. The entire year, in terms of all days of the week and all hours of the day, is reduced to a single pie chart. When analyzed in the light of other available data, it reveals some important characteristics of public television schedules. First, almost 32 percent of all PTV air time is for children. Included in this amount are *Sesame Street* and *The Electric Company* (14.8 percent of all air time), general children's programming (7.5 percent of all air time), and ITV, excluding that for adults and the already counted episodes of *The Electric Company* (9.4 percent of all air time). (See Chapter III for more detail.) Most ITV (at least 66 percent) is for school children. Second, nonfiction or informational programming also is a considerable part of the average schedule. ITV, News/Public Affairs, and Information and Skills contributed 51.3 percent of all air time. In addition, some of the Culture/Art/Reviews programs and some of the children's material are also nonfiction or informational.

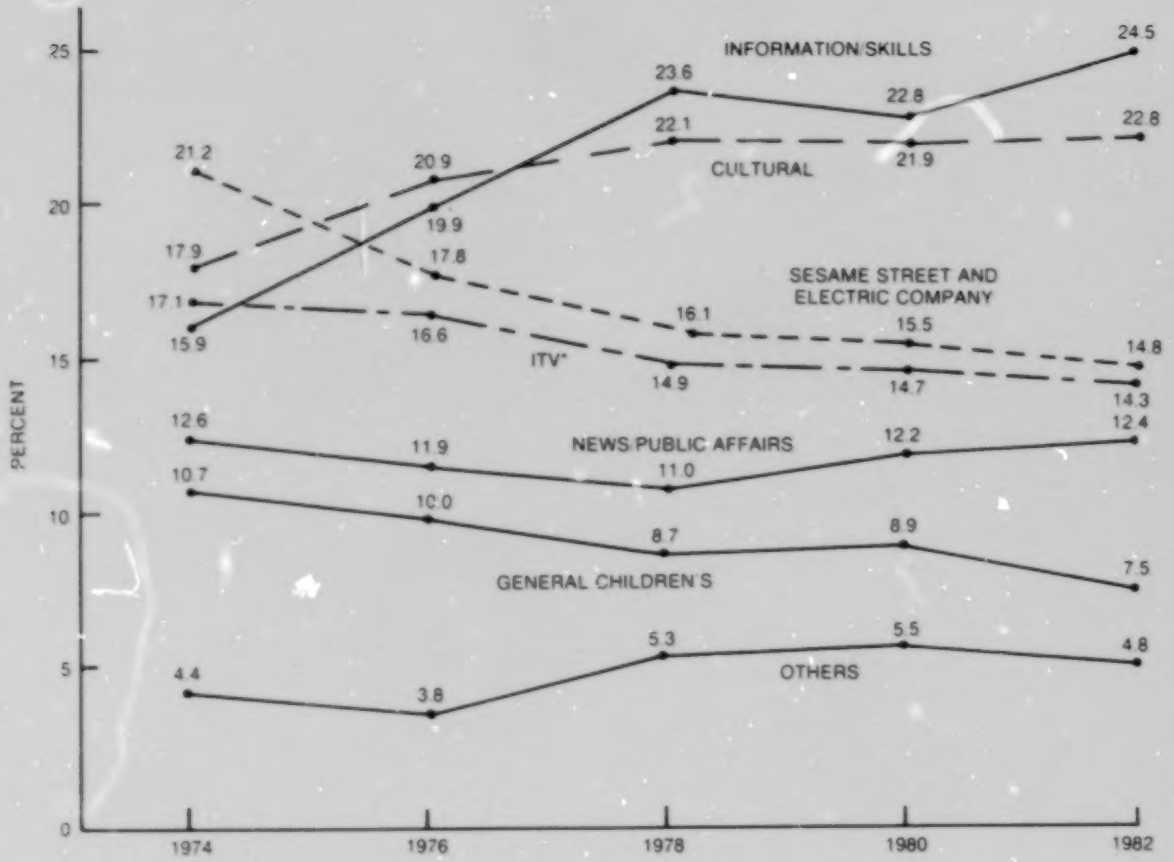
More detailed analysis of program types shows several trends over different times of the year, days when school was in session, and daypart-time of day and day of week. Details are presented in Tables II.11 and II.12.

The summer period from June 18 to September 30 contained a much lower proportion of ITV material (6.4 percent of broadcaster-hours) than the rest of the year (which averaged 14.3 percent). It has already been noted that there were fewer weekly broadcast hours during the June 18 to September 30 period. The lower proportion of ITV is balanced in the summer by increased proportions of all other program types.

There were negligible differences between proportions of each program type in the October 1 to January 13 and the January 14 to June 17 periods. Since this survey covered FY 1982, which began October 1, 1981, these periods represent the beginning and end of the 1981-1982 broadcasting year.

The analysis of days when school was not in session shows no major differences from the analysis of the summer period. We can assume that school-not-in-session was a combination of summer and weekends.

Figure II.9
Percentage of PTV Hours by Type Since 1974



* 1974 ITV does not include *The Electric Company* or *Villa Alegre*. 1976 ITV includes *The Electric Company* and *Villa Alegre* broadcast during school hours on days when school was in session. 1978, 1980, and 1982 include *The Electric Company* broadcast during school hours on days when school was in session.

Source: Research and Programming Services

There were lower proportions of ITV, SS/EC, and other children's programming than average on these days, and a more than average amount of the other program types.

Examining each program type by daypart reveals that different program types are most likely to be found during particular time periods on particular days of the week. ITV is clearly—and not surprisingly—the most frequent program type (42.7 percent of all hours) in weekday school time* and is rather infrequent in all other periods except weekday preschool, where it accounts for 15.7 percent of all hours, and weekend morning (15.9 percent). SS/EC programming represents a high proportion of weekend morning material (27.5 percent of such hours) and a high proportion (31.9 percent) of all hours broadcast on weekdays between the end of school and the start of prime time. The two CTW children's programs also represent 19.3 percent of the hours broadcast on weekdays during school time.

General children's programming tends to follow the same pattern as SS/EC. When added together, the two program types cover more than half of the hours broad-

* See chapter III for more details.

cast on weekend mornings. They also cover more than half of the hours broadcast on weekdays both before school and after school before prime time.

News and Public Affairs programming is most concentrated in late hours (27.1 percent of all hours) followed by prime time (16.2 percent of all hours). Information/Skills programming is more consistent across different time periods: its greatest concentration is in early evening weekend hours (32.5 percent) and prime time and late hours (both 30.4 percent). Cultural programs represent 48.1 percent of prime time, 35.4 percent of late night programming and 37.3 percent of early evening weekend hours.

Most of these patterns will be covered in later chapters.

TABLE II.1

Average Annual Hours and Programs per Broadcaster by Region, Population, Class, and Budget

Category	No.	Hours	Programs
All Broadcasters	164	5,421	9,162
REGION			
Northeast	33	5,868	9,915
South	47	5,299	9,351
Central	44	5,428	8,944
West	36	5,343	8,868
Outlying	4	4,762	6,795
POPULATION			
Under 150,000	18	5,047	7,850
150,000–349,999	16	5,201	8,737
350,000–599,999	19	5,510	9,512
600,000–999,999	19	5,481	9,137
1,000,000–2,060,000	24	5,804	9,540
Over 2,000,000	23	6,050	9,943
Overlapped	14	4,823	8,620
Multiple Stations	31	5,315	9,491
CLASS			
State System	24	5,345	9,814
University	51	5,531	9,076
Community	71	5,574	9,295
Local School	13	4,695	8,569
BUDGET			
Under $800,000	22	4,851	8,371
$800,000–$1,699,999	47	5,060	8,227
$1,700,000–$2,599,999	38	5,546	9,371
$2,600,000–$3,499,999	18	5,742	9,960
$3,500,000–$8,999,999	28	5,987	10,163
$9,000,000 and over	11	5,948	10,323

Source: Research and Programming Services

TABLE II.2

Average Annual Hours per Broadcaster by Daypart and Broadcaster Type

Category	Daypart							
	Weekend			Weekday				
	Before Prime	Prime	Late	Before School	School	After School	Prime	Late
All Broadcasters	756	350	123	362	1,622	1,017	840	347
REGION								
Northeast	854	344	145	358	1,783	1,150	840	386
South	778	346	97	369	1,591	981	829	293
Central	711	343	134	349	1,630	1,009	878	372
West	716	378	121	406	1,576	976	828	333
Outlying	648	363	139	142	1,140	876	876	556
POPULATION								
Under 150,000	630	367	137	277	1,387	937	855	448
150,000–349,999	659	379	98	267	1,713	1,014	800	271
350,000–599,999	774	361	107	396	1,639	976	876	358
600,000–999,999	815	365	134	326	1,660	1,011	844	320
1,000,000–2,000,000	846	370	138	431	1,675	1,118	840	387
Over 2,000,000	905	341	164	482	1,833	1,012	899	404
Overlapped	518	304	77	357	1,499	984	829	255
Multiple Stations	756	330	112	321	1,562	1,059	823	327
CLASS								
State System	817	371	98	329	1,607	939	864	294
University	788	365	129	352	1,714	1,051	799	331
Community	765	345	137	396	1,624	1,031	883	388
Local School	543	288	70	334	1,443	995	754	245
BUDGET								
Under $800,000	655	396	109	252	1,382	900	851	307
$800,000–$1,699,999	690	340	118	299	1,534	980	779	317
$1,700,000–$2,599,999	761	340	95	377	1,687	1,085	891	302
$2,600,000–$3,499,999	799	324	129	386	1,643	1,101	889	446
$3,500,000–$8,999,999	888	361	170	473	1,818	996	860	406
$9,000,000 and over	846	356	147	489	1,793	1,109	789	412

Source: Research and Programming Services

TABLE II.3

Average Hours per Week by Time of Year

Category	Oct. 1–Jan. 13	June 14–June 17	June 18–Sept. 30
All Broadcasters	114.7	103.6	95.1
REGION			
Northeast	117.1	113.0	108.5
South	114.2	100.0	92.7
Central	113.4	105.5	94.0
West	121.5	99.7	88.8
Outlying	84.4	96.0	92.0
POPULATION			
Under 150,000	117.5	94.2	80.9
150,000–349,999	115.6	99.3	85.4
350,000–599,999	116.1	106.1	95.7
600,000–999,999	115.5	102.2	100.1
1,000,000–2,000,000	114.5	115.0	103.9
Over 2,000,000	128.4	111.4	111.8
Overlapped	101.4	87.7	91.8
Multiple Stations	111.7	105.3	88.1
CLASS			
State System	119.7	100.1	90.0
University	117.7	104.8	97.6
Community	116.1	107.0	98.8
Local School	99.1	92.5	78.1
BUDGET			
Under $800,000	112.4	82.9	89.8
$800,000–$1,699,999	103.7	99.9	87.1
$1,700,000–$2,599,999	116.6	107.7	95.2
$2,600,000–$3,499,999	112.5	117.1	99.1
$3,500,000–$8,999,999	131.0	110.2	106.8
$9,000,000 and over	126.5	111.7	106.4

Source: Research and Programming Services

TABLE II.4

Average Annual Hours and Percentage of Total Hours Broadcast on Days When School Is in Session and Days When School Is Not in Session by Broadcaster Type

Category	Total Hours FY 82		Percent of Total Hours	
	In Session	Not in Session	In Session	Not in Session
All Broadcasters	2,770	2,655	51.0%	48.9%
REGION				
Northeast	3,077	2,794	52.4	47.6
South	2,638	2,665	49.7	50.3
Central	2,748	2,683	50.6	49.4
West	2,787	2,536	52.1	47.4
Outlying	2,125	2,637	44.6	55.4
POPULATION				
Under 150,000	3,095	1,902	61.3	37.7
150,000–349,999	2,979	2,221	57.3	42.7
350,000–599,999	2,642	2,869	47.9	52.1
600,000–999,999	2,655	2,828	48.4	51.6
1,000,000–2,000,000	2,819	2,986	48.6	51.4
Over 2,000,000	2,872	3,180	47.5	52.5
Overlapped	2,702	2,121	56.0	44.0
Multiple Stations	2,673	2,643	50.3	49.7
CLASS				
State System	2,528	2,818	47.3	52.7
University	2,890	2,644	52.2	47.8
Community	2,798	2,769	50.2	49.6
Local School	2,758	1,937	58.7	41.3
BUDGET				
Under $800,000	2,762	2,090	56.9	43.1
$800,000–$1,699,999	2,617	2,429	51.7	48.0
$1,700,000–$2,599,999	2,841	2,708	51.2	48.8
$2,600,000–$3,499,999	2,893	2,859	50.3	49.7
$3,500,000–$8,999,999	2,653	3,336	44.3	55.7
$9,000,000 and over	3,320	2,629	55.8	44.2

Source: Research and Programming Services

TABLE II.5

Percentage of Programs by Producer by Broadcaster Category

Category	Local	Consortium	CTW	Foreign	Internatl. Coprod.	Major PTV	Other PTV	Independent	Commercial U.S.	Other
All Broadcasters	7.4%	4.5%	12.0%	4.7%	2.8%	26.0%	23.4%	13.1%	3.5%	2.8%
REGION										
Northeast	7.1	5.0	11.2	5.2	2.7	22.1	26.3	13.7	3.4	3.3
South	10.0	4.6	12.2	4.0	2.7	25.7	23.0	12.2	3.0	2.7
Central	5.0	3.6	13.1	4.6	2.6	28.5	23.0	12.9	3.8	2.8
West	6.7	5.0	10.9	5.1	3.0	27.8	21.4	14.0	3.9	2.1
Outlying	18.4	0.6	14.5	4.2	3.9	27.7	15.5	11.0	2.3	1.9
POPULATION										
Under 150,000	4.9	3.4	14.4	4.0	3.3	31.5	18.2	11.1	7.0	2.2
150,000–349,999	4.1	4.3	13.0	3.7	3.1	30.1	23.7	13.0	2.7	2.3
350,000–599,999	4.8	4.1	11.5	4.2	2.4	26.0	29.2	12.3	3.2	2.4
600,000–999,999	7.3	4.0	13.5	5.4	2.9	25.4	22.2	13.4	3.3	2.5
1,000,000–2,000,000	4.3	4.6	12.9	5.3	2.9	25.1	26.7	11.5	3.7	3.1
Over 2,000,000	8.4	3.6	12.8	4.9	2.9	26.3	21.3	13.0	3.3	3.5
Overlapped	14.2	5.9	6.7	4.2	2.2	24.2	19.9	18.2	2.4	2.1
Multiple Stations	10.9	5.5	10.3	4.6	2.7	23.5	22.6	13.8	3.2	2.8
CLASS										
State System	11.8	6.6	10.1	3.9	2.5	22.7	24.2	12.3	3.1	2.8
University	6.6	4.1	11.9	4.4	2.8	28.0	22.4	14.0	3.2	2.6
Community	6.0	4.2	12.9	4.8	2.7	25.6	24.0	12.7	4.0	3.0
Local School	8.9	4.3	10.4	6.3	3.1	25.7	23.3	13.6	2.5	1.9
BUDGET										
Under $800,000	6.5	4.3	12.3	3.5	2.7	26.4	26.2	12.5	4.5	1.1
$800,000–$1,699,999	6.1	3.5	12.4	4.2	2.9	29.5	22.9	12.8	3.2	2.6
$1,700,000–$2,599,999	6.7	4.6	12.6	4.8	2.8	25.8	23.5	13.4	3.3	2.5
$2,600,000–$3,499,999	5.4	6.1	10.8	6.2	3.0	24.5	26.6	11.9	3.0	2.4
$3,500,000–$8,999,999	8.3	3.8	11.2	4.2	2.6	24.5	21.4	13.9	4.1	5.0
$9,000,000 and over	16.3	6.4	11.7	4.2	2.6	20.7	19.3	14.0	2.9	1.8

Source: Research and Programming Services

PUBLIC TELEVISION PROGRAMMING CONTENT BY CATEGORY FISCAL YEAR 1982

TABLE II.6

Percentage of Hours by Producer by Broadcaster Category

Category	Local	Consor-tium	CTW	Foreign	Inter-natl. Coprod.	Major PTV	Other PTV	Inde-pendent	Commer-cial U.S.	Other
All Broadcasters	6.7%	2.6%	15.8%	6.0%	4.1%	25.9%	19.7%	11.3%	3.9%	4.0%
REGION										
Northeast	6.4	2.7	15.3	6.5	4.1	22.3	21.9	11.1	4.2	5.5
South	8.7	2.8	16.3	5.0	4.3	26.1	19.5	10.7	3.2	3.5
Central	5.2	2.1	17.0	6.0	3.8	28.1	18.9	11.3	4.1	3.7
West	5.7	3.1	14.1	6.5	4.2	27.0	19.1	12.2	4.4	3.6
Outlying	17.5	0.7	16.1	5.9	4.6	24.1	13.8	14.0	1.6	1.6
POPULATION										
Under 150,000	4.8	2.1	16.7	5.5	4.0	28.6	15.0	10.4	9.1	3.8
150,000–349,999	3.4	2.2	16.2	5.5	4.1	30.7	19.6	12.0	2.7	2.9
350,000–599,999	3.6	2.3	15.5	5.6	3.5	25.3	25.7	11.0	3.5	4.1
600,000–999,999	7.0	2.2	17.1	6.4	3.9	25.2	19.2	11.3	3.7	4.1
1,000,000–2,000,000	4.7	2.8	17.3	6.5	4.1	24.5	21.9	9.4	3.7	5.1
Over 2,000,000	7.3	1.9	17.1	6.0	4.8	26.3	17.6	10.7	3.6	4.7
Overlapped	13.9	4.3	9.2	5.8	3.3	23.6	18.6	16.8	2.2	2.5
Multiple Stations	9.7	3.3	14.5	5.8	4.0	24.9	18.9	11.7	3.6	3.7
CLASS										
State System	10.1	4.1	14.2	5.0	3.8	25.0	20.5	10.7	3.4	3.4
University	6.1	2.5	15.4	5.8	4.0	27.3	19.5	12.5	3.2	3.7
Community	5.8	2.3	16.9	6.1	4.1	25.2	19.8	10.3	4.7	4.8
Local School	6.8	2.5	14.2	7.5	4.7	25.8	20.6	12.3	3.1	2.5
BUDGET										
Under $800,000	5.9	2.4	15.5	5.3	4.1	26.1	21.7	12.1	5.6	1.4
$800,000–$1,699,999	5.6	1.9	15.5	5.7	4.1	28.4	19.9	11.4	3.6	3.9
$1,700,000–$2,599,999	6.1	2.7	16.7	6.2	3.8	25.7	20.0	11.5	3.7	3.6
$2,600,000–$3,499,999	6.2	3.6	15.0	7.1	4.5	24.9	21.9	9.4	3.5	3.9
$3,500,000–$8,999,999	7.3	2.3	15.7	5.9	4.1	24.4	17.7	11.2	4.2	7.9
$9,000,000 and over	13.2	3.9	16.1	5.2	4.4	22.9	16.4	12.5	3.0	2.4

Source: Research and Programming Services

TABLE II.7

Percentage of Programs by Distributor by Broadcaster Category

Category	Local	Exchange	Regional/ State Network	PBS	AIT	Major ITV	Other ITV	Commer-Synd.	Other
All Broadcasters	6.8%	1.8%	12.1%	58.7%	6.1%	5.5%	4.1%	2.8%	2.2%
REGION									
Northeast	6.3	1.9	15.3	52.0	7.4	6.9	4.6	3.9	1.8
South	9.2	3.0	10.0	57.1	5.6	5.7	4.8	3.1	1.5
Central	4.6	1.1	12.5	63.6	5.5	4.6	3.8	1.9	2.4
West	6.5	1.3	11.2	61.4	6.3	4.8	2.9	1.3	2.2
Outlying	17.9	0.9	0.0	73.6	0.0	2.5	1.6	1.3	2.2
POPULATION									
Under 150,000	4.9	1.7	9.8	67.1	4.9	3.5	1.4	4.7	2.1
150,000–349,999	3.8	3.2	11.2	66.9	5.5	3.7	3.1	0.8	1.8
350,000–599,999	4.4	3.1	12.8	59.6	6.4	5.2	3.6	3.4	1.5
600,000–999,999	7.0	1.0	13.7	59.4	6.1	4.1	4.1	2.9	1.5
1,000,000–2,000,000	4.1	1.8	13.4	59.2	5.6	6.2	4.7	3.2	1.7
Over 2,000,000	6.0	1.3	12.5	60.5	4.9	5.0	4.1	3.1	2.7
Overlapped	13.8	1.4	10.5	51.6	6.1	5.9	3.6	1.2	5.9
Multiple Stations	10.6	1.7	11.0	51.2	8.1	7.8	5.5	2.5	1.7
CLASS									
State System	11.1	4.2	10.0	48.4	7.8	8.4	5.6	3.1	1.5
University	6.4	1.3	12.0	63.3	5.0	3.9	3.5	1.8	2.8
Community	5.0	1.6	13.9	58.1	6.0	5.6	4.1	3.6	2.0
Local School	8.7	1.3	8.0	59.5	8.8	6.4	4.2	1.9	1.4
BUDGET									
Under $800,000	6.0	3.8	9.3	62.8	6.2	4.9	2.8	2.3	1.9
$800,000–$1,699,999	5.9	1.8	12.5	65.2	4.6	3.0	3.1	2.3	1.7
$1,700,000–$2,599,999	6.5	1.9	12.5	58.9	6.5	5.2	4.3	2.4	1.8
$2,600,000–$3,499,999	5.0	1.5	15.5	52.3	8.5	8.8	4.6	2.3	1.5
$3,500,000–$8,999,999	7.1	1.3	9.8	51.5	6.0	7.3	5.5	4.6	2.4
$9,000,000 and over	15.6	0.6	9.8	51.5	6.0	5.9	4.5	2.7	5.4

Source: Research and Programming Services

TABLE II.8

Percentage of Hours by Distributor by Broadcaster Category

Category	Local	Exchange	Regional/ State Network	PBS	AIT	Major ITV	Other ITV	Commer-Synd.	Other
All Broadcasters	6.2%	1.5%	10.8%	67.1%	2.7%	2.8%	2.7%	3.8%	2.4%
REGION									
Northeast	5.6	1.7	13.1	61.4	3.3	3.1	3.0	6.1	2.5
South	8.1	2.0	8.8	67.0	2.5	2.8	3.3	4.0	1.5
Central	4.8	0.9	11.2	71.1	2.3	2.6	2.3	2.3	2.6
West	5.5	1.3	10.9	68.3	2.7	2.7	1.9	3.3	3.3
Outlying	17.1	1.3	0.0	71.6	0.0	1.0	5.3	2.0	1.7
POPULATION									
Under 150,000	4.7	1.4	8.4	69.9	2.0	1.7	1.5	7.4	3.0
150,000–349,999	3.3	2.0	9.4	76.2	2.3	2.1	1.9	1.1	1.8
350,000–599,999	3.4	2.3	12.7	67.8	2.9	2.4	2.2	4.8	1.5
600,000–999,999	6.6	1.0	11.4	67.3	2.7	2.4	2.6	4.1	1.9
1,000,000–2,000,000	4.5	1.6	12.3	67.5	2.4	2.7	2.7	4.1	2.3
Over 2,000,000	5.2	1.2	10.4	68.7	2.1	2.7	3.0	4.0	2.8
Overlapped	13.4	1.5	10.1	58.9	2.8	3.5	2.9	1.4	5.4
Multiple Stations	9.5	1.3	10.1	62.2	3.7	4.1	3.8	3.4	1.9
CLASS									
State System	9.7	2.9	9.9	60.3	3.7	3.7	3.8	3.7	1.3
University	5.8	1.2	11.3	69.7	2.1	2.3	2.3	2.2	3.1
Community	5.0	1.4	11.4	66.7	2.6	2.6	2.6	5.3	2.4
Local School	6.6	1.0	8.6	69.6	4.1	3.1	2.6	2.8	1.6
BUDGET									
Under $800,000	5.6	2.4	8.4	71.2	2.7	2.5	2.3	2.8	2.1
$800,000–$1,699,999	5.5	1.4	10.8	71.4	1.9	1.8	1.9	3.4	1.9
$1,700,000–$2,599,999	5.9	1.6	11.2	67.4	2.9	2.5	2.7	3.7	2.1
$2,600,000–$3,499,999	6.0	1.5	13.3	63.3	3.9	3.9	2.9	3.2	2.0
$3,500,000–$8,999,999	6.3	1.2	11.0	62.5	2.6	3.8	3.6	6.0	3.0
$9,000,000 and over	10.6	0.6	8.5	62.1	2.7	3.4	3.9	3.0	5.2

Source: Research and Programming Services

TABLE II.9

Percentage of Repeat* Programs by Broadcaster Category

Category	Aired in Previous Seven Days	Aired in Previous Two Weeks	Not Aired in Previous Two Weeks
All Broadcasters	30.0%	32.2%	67.8%
REGION			
Northeast	33.1	35.0	65.0
South	27.0	29.3	70.7
Central	28.7	30.1	70.0
West	32.5	36.2	63.8
Outlying	15.6	17.2	82.8
POPULATION			
Under 150,000	28.8	29.7	70.3
150,000–349,999	31.9	33.3	66.7
350,000–599,999	29.7	31.8	68.2
600,000–999,999	30.1	32.0	68.0
1,000,000–2,000,000	27.8	29.3	70.7
Over 2,000,000	32.1	36.0	64.0
Overlapped	33.4	39.1	60.9
Multiple Stations	28.8	30.4	69.7
CLASS			
State System	24.5	26.0	74.0
University	32.5	35.3	64.7
Community	30.4	32.3	67.7
Local School	28.7	31.9	68.2
BUDGET			
Under $800,000	29.7	30.7	69.3
$800,000–$1,699,999	31.4	32.9	67.2
$1,700,000–$2,599,999	32.1	34.1	66.0
$2,600,000–$3,499,999	30.6	33.2	66.8
$3,500,000–$8,999,999	23.8	26.2	73.8
$9,000,000 and over	32.6	38.8	61.2

* Totals may be greater than 100% due to multiple coding.

Source: Research and Programming Services

TABLE II.10

Percentage of Repeat* Hours by Broadcaster Category

Category	Aired in Previous Seven Days	Aired in Previous Two Weeks	Not Aired in Previous Two Weeks
All Broadcasters	28.5%	30.5%	69.6%
REGION			
Northeast	31.2	33.1	66.9
South	25.5	27.7	72.3
Central	27.7	28.9	71.1
West	30.7	33.3	66.8
Outlying	16.7	18.0	82.0
POPULATION			
Under 150,000	25.0	25.8	74.2
150,000–349,999	29.7	31.1	68.9
350,000–599,999	27.5	29.3	70.7
600,000–999,999	27.7	29.3	70.7
1,000,000–2,000,000	27.5	28.8	71.2
Over 2,000,000	31.9	35.5	64.5
Overlapped	31.8	35.8	64.2
Multiple Stations	27.6	29.1	70.9
CLASS			
State System	22.7	24.1	75.9
University	31.1	33.3	66.7
Community	28.8	30.6	69.4
Local School	26.5	29.0	71.0
BUDGET			
Under $800,000	25.4	26.5	73.5
$800,000–$1,699,999	29.8	31.0	69.0
$1,700,000–$2,599,999	30.4	32.0	68.0
$2,600,000–$3,499,999	30.4	33.2	66.8
$3,500,000–$8,999,999	23.3	25.4	74.6
$9,000,000 and over	31.7	36.6	63.4

* Totals may be greater than 100% due to multiple coding.
Source: Research and Programming Services

TABLE II.11

Program Types as Percentage of Daypart and Time of Year: Hours

	ITV*	SS/EC*	News/P.A.	Info/Skills	Children's	Cultural	Other
All Year	14.3%	14.8%	12.4%	24.5%	7.5%	22.8%	4.8%
January 14–June 17	17.2	14.4	11.6	23.8	7.0	22.6	4.8
June 18–September 30	6.4	16.1	12.9	26.2	9.0	25.2	4.7
October 1–January 13	16.8	14.1	13.0	24.2	7.0	21.2	4.9
School in Session	23.4	17.4	13.8	21.1	8.6	14.1	4.7
School Not in Session	4.7	12.0	11.0	28.0	6.4	32.0	6.0
Weekend Morning	15.9	27.5	2.9	23.0	9.5	16.6	7.0
Weekend Early P.M.	4.4	1.2	12.8	32.5	2.1	37.3	9.7
Weekday Preschool	15.8	32.0	14.5	19.4	12.4	0.7	5.4
Weekday School	42.7	19.8	3.6	17.3	8.8	10.2	2.2
Weekday Postschool	5.7	31.9	14.7	21.3	19.0	3.7	3.9
Prime Time	0.4	0.0	16.2	30.4	0.3	48.1	4.6
Late	1.3	0.0	27.1	30.4	0.0	35.4	5.8

* *The Electric Company* during school hours when school was in session included in both ITV and SS/EC categories.
Source: Research and Programming Services

TABLE II.12

Program Types as Percentage of Daypart and Time of Year: Programs

	ITV*	SS/EC*	News/P.A.	Info/Skills	Children's	Cultural	Other
All Year	25.4%	10.9%	13.6%	24.3%	8.9%	14.2%	3.9%
January 14–June 17	30.2	10.2	12.7	23.0	7.9	13.6	3.9
June 18–September 30	11.1	12.9	15.2	29.0	11.8	16.5	4.1
October 1–January 13	39.6	10.2	13.6	22.7	8.2	13.4	3.9
School in Session	38.1	11.3	13.4	19.0	9.0	8.2	3.4
School Not in Session	7.2	10.3	13.8	32.0	8.7	23.0	4.9
Weekend Morning	19.3	20.2	3.4	27.3	12.7	12.4	4.8
Weekend Early P.M.	6.3	1.1	15.8	38.7	2.2	28.4	7.4
Weekday Preschool	19.4	17.5	18.5	23.6	12.3	0.5	8.4
Weekday School	61.4	11.1	2.4	13.7	8.1	5.1	1.9
Weekday Postschool	7.0	23.3	16.9	24.3	21.8	3.9	3.0
Prime Time	0.5	0.0	23.1	32.9	0.3	39.0	4.1
Late	1.7	0.0	34.0	33.3	0.0	26.2	4.7

* *The Electric Company* during school hours when school was in session included in both ITV and SS/EC categories.
Source: Research and Programming Services

Chapter III

Instructional Television Services

Current public television programs have blurred traditional distinctions between educational or instructional content on the one hand and general content on the other. Program series such as *Sesame Street* and *The Electric Company* can be used by teachers in the traditional school situation; they also draw relatively large home audiences of children who are voluntarily watching for entertainment. Other informative programs (*Cosmos*, etc.) also are used in connection with college credit courses, while their open-channel airing simultaneously attracts a general television audience. The problem is, to some extent, a semantic one. Old labels can no longer be clearly applied, and there is no consensus on new terminology. This report combines the new and the old in defining ITV. On the one hand, it excludes programs not originally produced for instructional use (*Nova*, *The Ascent of Man*, etc.). On the other hand, it combines material almost universally acknowledged to be part of instructional television programs "used in traditional school or instruction subjects" or "part of a self-teach program in standard instruction subjects" with airings of *The Electric Company* during school hours on school days.

In cases where *The Electric Company* was shown during school hours on school days, the hours and programs are counted both as ITV and as part of *Sesame Street/The Electric Company* categories. Thus, tables and analysis in this chapter include ITV use of *The Electric Company*, tables and analysis in Chapter IV also include ITV use of *The Electric Company*, and tables and analysis discussing both ITV and *Sesame Street/The Electric Company* count these programs twice so that percentages may total more than 100.

In addition, data from the survey indicate that there were 123 average annual hours per broadcaster of *Sesame Street* aired during school hours while school was in session. These hours have *not* been included in the ITV totals because the program was not originally intended for use in the classroom, and to maintain consistency with prior years' content surveys, although other studies have shown that *Sesame Street* has come to be used widely in such situations.

In FY 1982, public broadcasters carried an annual average of 774 hours and 2,328 programs of ITV material. (See Tables III.3 and III.4.) These represented 14.3 percent of total hours and 25.4 percent of total programs broadcast in the year. This year's data indicate an increase of 20 hours and a decrease of 0.4 percentage points from the 1980 annual average.

In order to take a wide look at material that could be used for instructional purposes, data for *Sesame Street* and *The Electric Company* have been combined with ITV programs in the following manner:

Hours of broadcasting during school time have been isolated for school days. During these key hours, when it was possible for televised programming to be used in school situations, 49.1 percent of all hours were strictly ITV and an additional 18.5 percent were *Sesame Street* and *The Electric Company*. Thus, at least 67.6 percent of the broadcaster-hours of programming during the time when schools were open were potentially useful in a classroom—at least 67.6 percent because other material such as News/Public Affairs can also potentially be used in classrooms.

In 1980, 53.0 percent of all hours were strictly ITV and 21.1 percent were *Sesame Street*, *The Electric Company*, and *Villa Alegre*. Thus, in 1980, at least 74.1 percent of hours were potentially useful in the classroom. In 1978, at least 72.2 percent of broadcaster-hours of programming during the time when schools were open were potentially useful in the classroom.

The 13 most frequently broadcast ITV programs accounted for 22.0 percent of all ITV programs. They are presented in table III.2. In 1980, the ten most frequently broadcast ITV programs made up 23.4 percent of ITV programs.

DIFFERENCES AMONG BROADCASTERS

On the average, broadcasters in the highest budget category devoted a greater proportion of their air time (16.2 percent) to ITV than broadcasters in any other budget category, while broadcasters in the first, second, and third lowest budget categories devoted the smallest proportions of their air time (under five percent) to ITV.

Broadcasters in the Northeast provided more hours (898) but a lower percentage of their air time (15.3 percent) to ITV than did Southern states (870 hours, 16.4 percent). In terms of the number of hours and percent of air time devoted to ITV, the Western states aired 717 hours and 13.4 percent, the Central states aired 688 hours and 12.6 percent, and the Outlying region aired 127 hours and 2.7 percent.

State systems provided the highest average number of hours and the second highest proportion of ITV programming (1,056 hours, 19.8 percent), and university-licensed broadcasters provided the lowest averages (691 hours, 12.5 percent). The data also indicate that broadcasters licensed to local school systems devoted the highest proportion of their total hours (21.4 percent) to ITV.

Broadcasters serving areas with a population of 1,000,000 to 2,000,000 provided more ITV hours than broadcasters in other population categories. Figure III.1 does not indicate that the highest proportions of ITV hours were broadcast by "Overlapped" (21.9 percent) and "Multiple" (19.3 percent) broadcasters shown in Table III.3.

ITV SUBJECT MATTER, GRADE LEVEL AND FORMAT

Most of the remainder of this chapter presents data about programs, rather than hours. In the realm of ITV, most professionals are interested in the program as the unit of analysis. Tables III.3 through III.10 present analyses of both hours and programs for the interested reader. Later chapters resume emphasis on program hours.

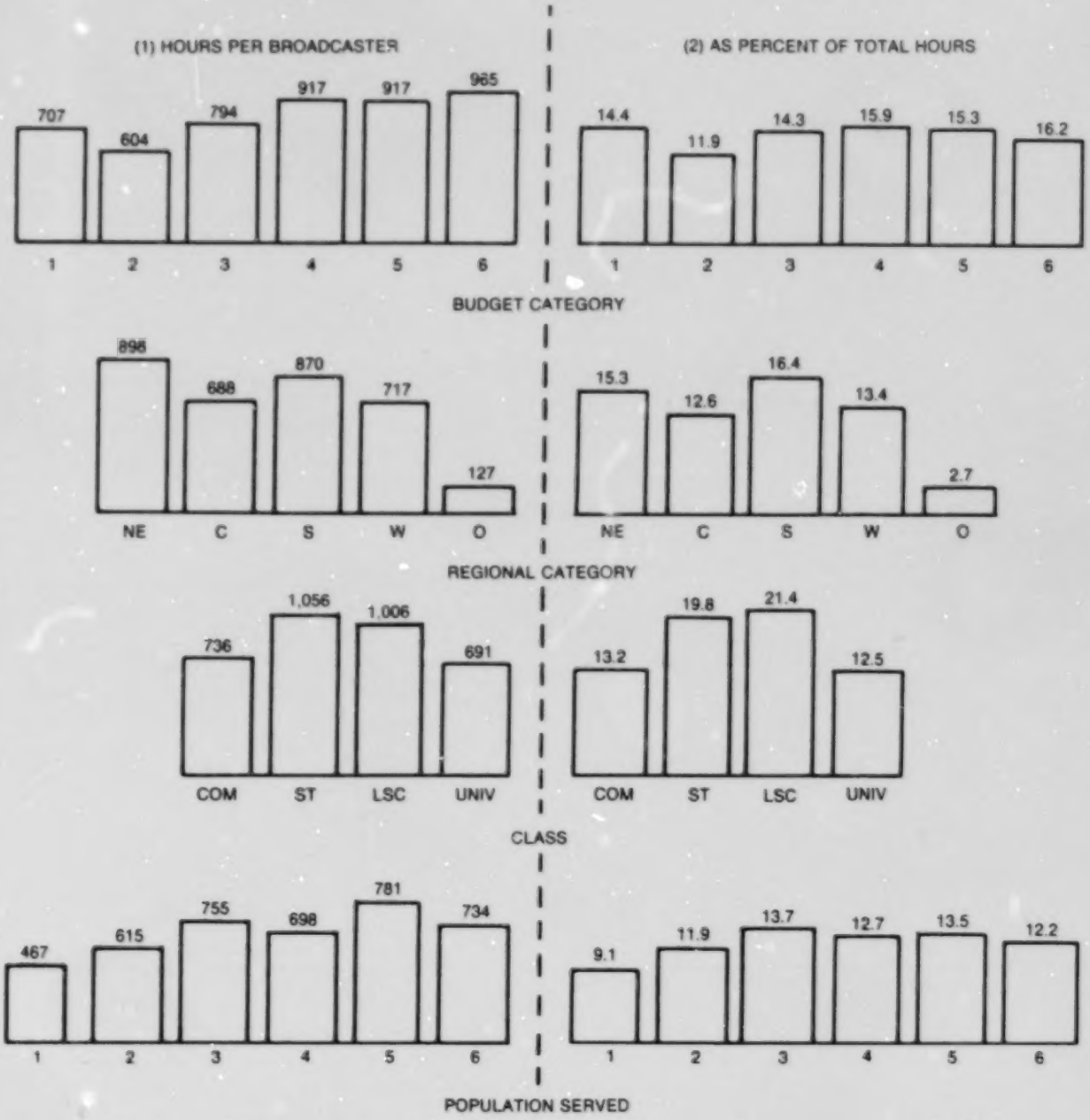
It is clear from Figure III.2 that ITV programming was spread over a wide range of subject matter; however, five areas were most frequent. Reading and writing (primarily that influence of *The Electric Company*) (18.6 percent) was the most frequent subject matter category, followed by social science (13.7 percent), natural and physical sciences (12.5 percent), health/P.E./safety (12.0 percent), and literature/humanities (7.5 percent). This represents little change in the order of frequency from FY 1980 when the most frequent subjects were reading and writing (21.5 percent), social science (13.7 percent), health/P.E./safety (11.3 percent), natural and physical sciences (10.3 percent), and literature/humanities (8.7 percent).

Because ITV programs are usually useful at several grade levels, the survey format allowed respondents to indicate the lowest and the highest grade levels for which programs were used. A program was counted as intended for all grade levels in that range. (Thus, totals are greater than 100 percent.) Figure III.3 graphically demonstrates the pattern of ITV programming by grade levels. ITV was most heavily concentrated for the first through sixth grades, with a peak at grades four, five, and six. There was a sharp drop in broadcast of ITV intended for the sixth and seventh grades and another sharp drop between ninth and tenth grades. By subtracting the hours of material intended for viewers above the high school level, it can be determined that at least 66.0 percent of ITV air time (9.4 percent of all air time) was for school children.

ITV programs broadcast for use at the junior college level (4.8 percent of programs), the college/university level (8.8 percent), and for adult education (8.1 percent) were not as frequent as grade school programming. All three categories, however, increased from 1980 levels: junior college (4.8 percent from 4.1 percent), college (8.8 percent from 6.4 percent), and adult education (8.1 percent from 5.1 percent). This type of programming is of considerable interest to many professionals and it may have been underrepresented because of the definition (see above) of ITV that does not include general programming that is also used for instruction.

Respondents were asked to pick the one or two best categories to describe the format of instructional programs. The categories included: lecture/monologue—a teacher teaching, maybe with blackboard or props; interview with expert; discussion—two or more people discuss, intereact, teach (may include a student asking questions); demonstration—instead of only verbal description, a task is shown; actuality—an actual event recorded or transmitted live with emphasis on the event; dramatization—re-creation of an event or fictional re-creation using dramatic or cinematic techniques; documentary; narrated graphic symbols—narration over graphics (short of animation); and animation—frame by frame changes that create the illusion of motion over time. Figure III.4 shows that the dramatization format (influenced greatly by *The Electric Company*) was the most frequently used type (40.1 percent of all ITV programs), followed by demonstration (29.4 percent), with lecture (20.5 percent), documentary (19.2 percent), and

Figure III.1
Average Annual ITV Hours by Broadcaster Category



BUDGET CATEGORY
1 = UNDER $800,000
2 = $800,000–$1,699,999
3 = $1,700,000–$2,599,999
4 = $2,600,000–$3,499,999
5 = $3,500,000–$8,999,999
6 = $9,000,000 AND OVER

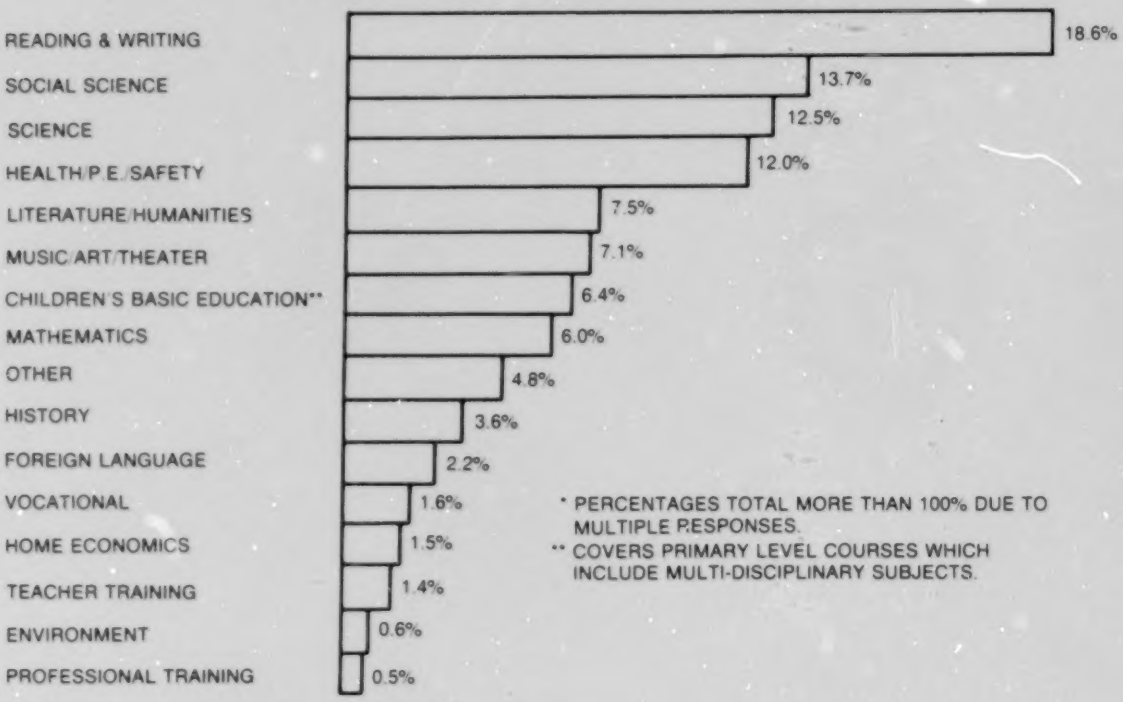
REGIONAL CATEGORY
NE = NORTHEAST
C = CENTRAL
S = SOUTH
W = WEST
O = OUTLYING

CLASS
COM = COMMUNITY
ST = STATE
LSC = LOCAL SCHOOL
UNIV = UNIVERSITY

POPULATION SERVED
1 = UNDER 150,000
2 = 150,000–349,999
3 = 350,000–599,999
4 = 600,000–999,999
5 = 1,000,000–2,000,000
6 = OVER 2,000,000

Source: Research and Programming Services

Figure III.2
Percentage of ITV Programs by Subject Matter*



Source: Research and Programming Services

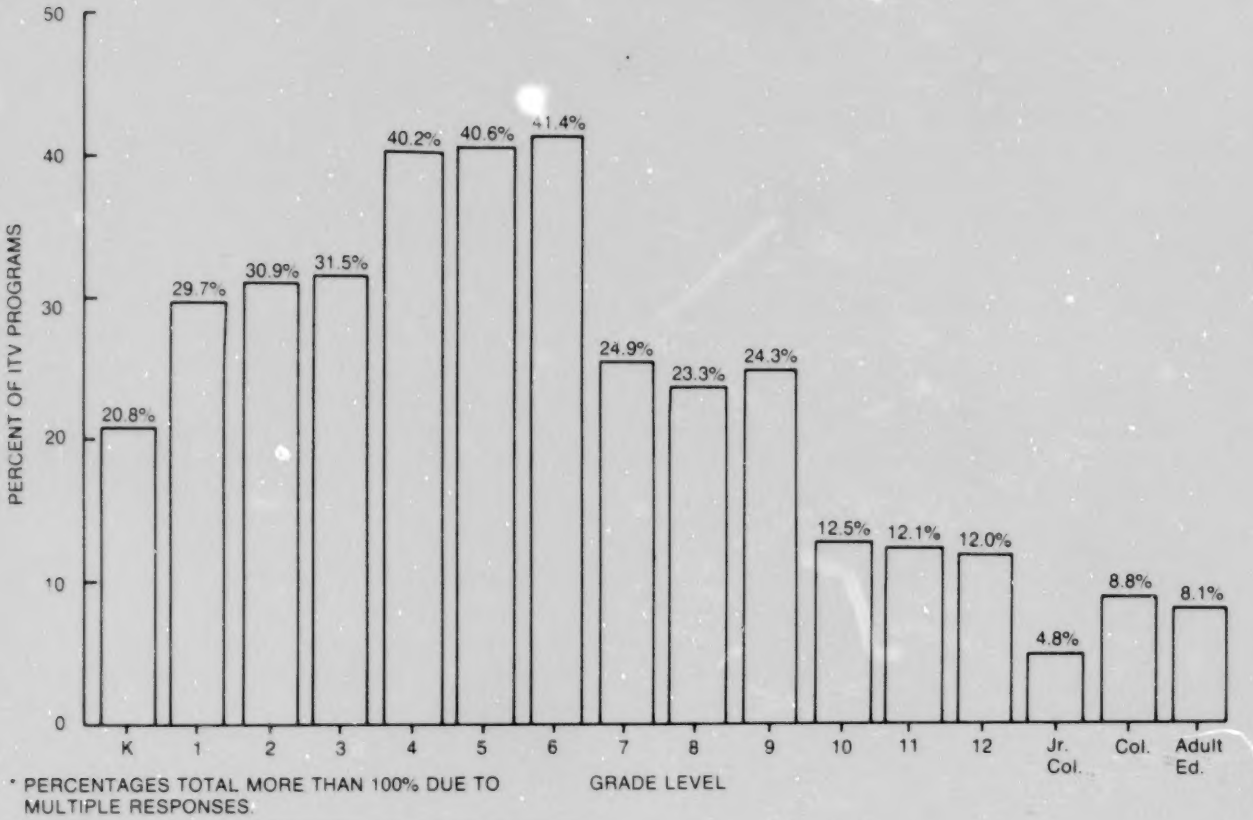
narrated symbols (14.0 percent) the next most used formats.

Computerized data processing has allowed an analysis of both grade levels and formats of ITV programming by subject matter. The sample size for the entire survey was not large enough to produce reliable data for a table with 256 cells (16 grades by 16 subjects). Thus, the discussion is limited to the patterns that have clearly emerged. (For details, see Appendix D.)

SUBJECT MATTER BY GRADE LEVEL

- *Children's Basic Education* programs were concentrated at grades seven to nine, where they reflected 15.6 percent of all programs.
- *Reading and Writing* was concentrated in the lowest grades, representing 41.1 percent, 37.1 percent, 34.4 percent, and 32.7 percent of kindergarten through third grade, respectively.
- *Literature and Humanities* material was concentrated in grades 10 to 12 (near 8.6 percent of all programs) and in adult learning categories.
- *Foreign Language* programs were concentrated in high school (nine to ten percent for each of grades 10 to 12).
- *Mathematics* was found primarily in grades seven to nine (where percentages ranged from 8.1 to 8.8 percent).
- *Natural and Physical Sciences* were an essentially constant program percentage (14 to 15 percent) between grades four and nine, with a lower percentage (about 12 percent) in grades 10 to 12.
- *Social Science* programs comprised a gradually increasing percentage of programs, ranging from six percent for grade one to 20 percent for grade nine, with lower percentages (14 percent) in the higher grades.
- *Music, Art, and Theater* programs had their highest concentration in the early grades (kindergarten through third had between 10 and 13 percent).
- *Health, P.E., and Safety* programs were spread relatively evenly across kindergarten through grade 12 (17.6 to 10.9 percent).
- *Home Economics* comprised a small portion of ITV programs in all grades. They reached their highest proportions, however, in high school (grades 10 to 12,

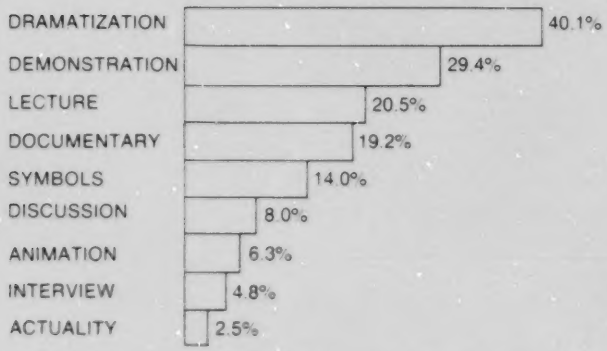
Figure III.3
Percentage of ITV Programs Applicable to Grade Level*



* PERCENTAGES TOTAL MORE THAN 100% DUE TO MULTIPLE RESPONSES.

Source: Research and Programming Services

Figure III.4
Percentage of ITV Programs by Format*



* Total is greater than 100% because one or two responses were allowed. A program with several formats is counted here in each form indicated by the respondents. This means that dramatizations occur in 40.1% of the programs, not 40.1% of the programs are exclusively dramatizations.

Source: Research and Programming Services

about three percent of all programs) and in junior college (9.1 percent).

- *Environmental* programs were also infrequent, close to one percent of the programs in high school range.

GRADE LEVEL BY SUBJECT MATTER

- Kindergarten ITV programming was concentrated in three subject areas: reading/writing (41.1 percent), health/P.E./safety (17.6 percent), and music/art/theater (10 percent).
- First grade is similar to kindergarten, with slightly more emphasis on some other subjects. The most frequent ITV subjects were reading/writing (37.1 percent), health/P.E./safety (16.1 percent), music/art/theater (12 percent) and science (7.5 percent).
- In second grade the ITV emphasis expands further with reading/writing (34.4 percent), followed by

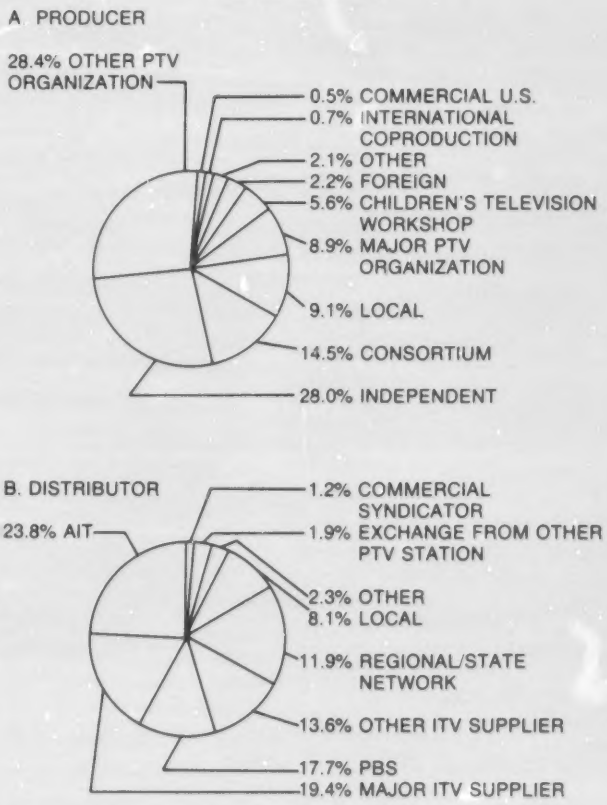
health/P.E./safety (15.8 percent), music/art/theater (12.3 percent) and science (7.8 percent).

- Third grade continues the trend. ITV programming was concentrated in reading/writing (32.7 percent), health/P.E./safety (16 percent), music/art/theater (12.8 percent), and social science (8.1 percent).
- Fourth grade ITV programming showed a new emphasis on social science (16.3 percent). Other frequently used subjects were reading/writing (27.1 percent), science (14.7 percent), and health/P.E./safety (13.6 percent).
- In fifth and sixth grades, this trend of emphasis on science continued with reading/writing (about 28 percent), social science (about 13 percent), science (about 14 percent), and health/P.E./safety (about 13 percent) the most frequent subjects.
- Grades seven, eight, and nine had a decreased emphasis on reading/writing (about 7 percent) and health/P.E./safety (about 12 percent). There were more programs in social science (about 20 percent), basic education (about 16 percent), science (about 14 percent), and math (about 8 percent).
- Tenth, eleventh, and twelfth grades used ITV programs most frequently in social science (about 14 percent), health/P.E./safety (about 14 percent), and science (about 12 percent).

SUBJECT MATTER BY FORMAT*

- *Children's Basic Education* programs were mostly dramatizations (76.0 percent).
- *Reading and Writing* programs were most frequently dramatizations (53 percent) and narrated symbols (41 percent).
- *Literature and Humanities* programs were characterized by lecture formats (38.1 percent), dramatizations (39.6 percent), and narrated graphic symbols (23.5 percent).
- *Foreign Language* programs were primarily dramatizations (64.3 percent) and lectures (35.7 percent).
- *Mathematics* programs were most frequently dramatizations (56.8 percent) or demonstrations (47.5 percent).
- *Natural and Physical Sciences* programs were mainly demonstrations (48 percent), documentaries (36.7 percent), or lectures (25.3 percent).
- *Social Science* programs were generally dramatizations (48.1 percent) or documentaries (38.1 percent).
- *History* programs were primarily documentaries (52.2 percent), dramatizations (42.5 percent), and lectures (49.6 percent).
- *Music, Art and Theater* programs were primarily demonstrations (84.3 percent).
- *Health, P.E., and Safety* programs were dramatizations (41.5 percent), demonstrations (38.6 percent), and documentaries (32.5 percent).
- The few *Teacher and Professional Training* programs most commonly used lectures (42.3 percent and 74.7 percent, respectively).
- *Environmental* programs were mostly lectures (47 percent), while home economics programs were demonstrations (30 percent) or dramatizations (45 percent) and vocational programs were either demonstrations (37 percent) or lectures (30 percent).

Figure III.5
Percentage of ITV Programs by Producer and Distributor



Source: Research and Programming Services

* N.B.: One or two formats could be coded per program. Many programs combine several formats.

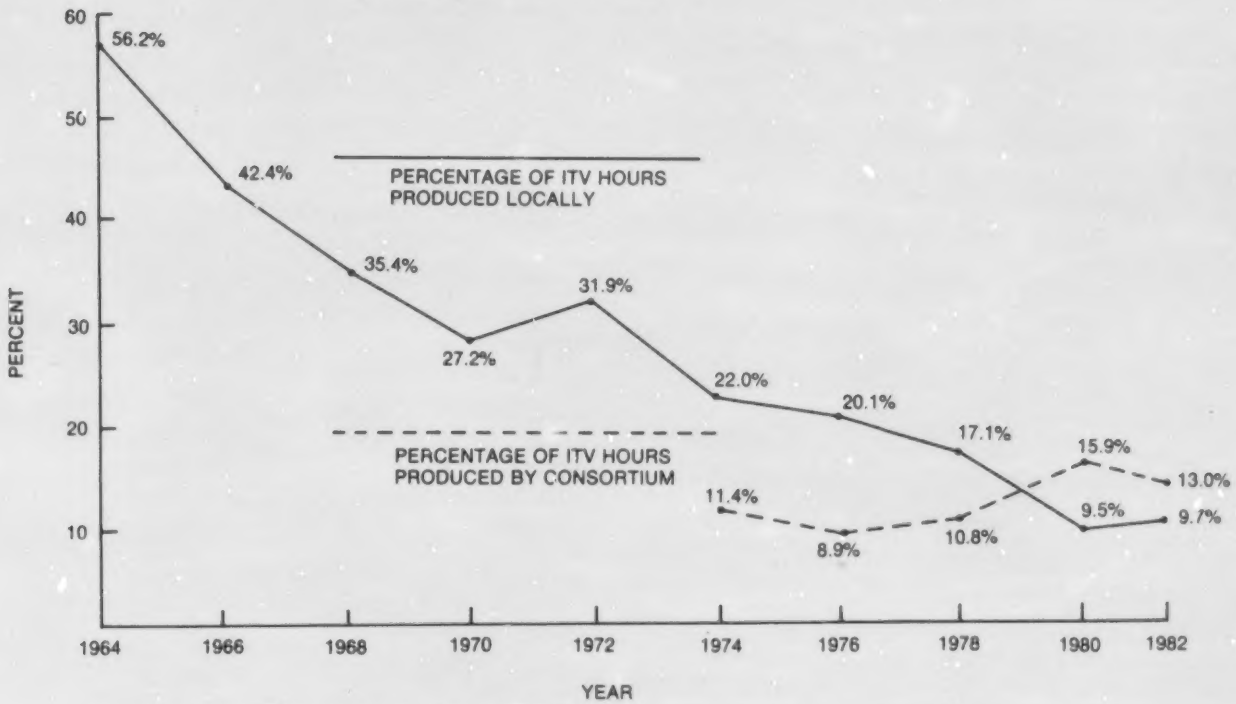
PRODUCTION AND DISTRIBUTION OF ITV

The sources of ITV production are depicted in Figure III.5. Independent ITV producers (combined with CTW) were responsible for 33.6 percent of the ITV programs used by broadcasters in FY 1982. This is noteworthy, since ITV is the only area of public television programming in which outside organizations play such a significant role. "Other" PTV organizations produced 28.4 percent of the programs, while the major PTV organizations accounted for an additional 8.9 percent. The response forms in Appendix B define these categories. Local production accounted for 9.1 percent of all programs (compared to 8.7 percent in FY 1980) and 9.7 percent of all hours (compared to 9.5 percent in FY 1980). Local ITV production has been declining sharply (see Figure III.6) for more than a decade. For details of local ITV production by broadcaster category, see Table III.11. Finally, programs produced by a consortium amounted to 14.5 percent of the total.

Consortia have resulted from increasing demands for higher quality, more expensive programs and the savings from producing programs for mutual use. Local ITV production, however, has decreased until this year. Figure III.6 compares ITV broadcast hours produced locally since 1964 with the percentage produced by consortia since 1974. In 1982 consortium production of ITV hours actually declined from 15.9 percent to 13 percent, while local production increased slightly from 9.5 percent to 9.7 percent, which may mark the end of the downward trend indicated by the figure prior to 1982.

Part B of Figure III.5 describes the source of distribution of ITV programs. The Agency for Instructional Television (AIT), formerly known as National Instructional Television, distributed 23.8 percent of the ITV programs. Other major ITV distributors were jointly re-

Figure III.6
Local vs. Consortium Production of ITV Programming Since 1964
(Percentage of ITV Hours Locally Produced)



1964–1970 PERCENT STATION HOURS IN SAMPLE WEEK
1972 PERCENT BROADCASTER HOURS IN SAMPLE WEEK
1974–1982 PERCENT BROADCASTER HOURS IN SAMPLE YEAR
1976–1982 ITV: *THE ELECTRIC COMPANY* INCLUDED

Source: Research and Programming Services

sponsible for distributing 19.4 percent of the ITV programs. These distributors were The Great Plains National Instructional Television Library (GPNITL), TVOntario, and the recently formed ITV Cooperative. Programs from the broadcasters' own facilities accounted for another 8.1 percent of the programs, and "other instructional suppliers" played a major role. PBS distributed 17.7 percent of all ITV programs, a notable increase from 10.2 percent in 1980. In addition to distributing *The Electric Company*, PBS has also begun to distribute instructional programs at the adult level.

Regional/state networks distributed 11.9 percent of all ITV programs. There was an inverse relationship between the amounts of regional/state network distribution and local distribution of ITV programs. In the Northeast, ITV distribution from EEN accounted for a major share of all ITV programs, while there was comparatively little "local" material. In the South, the pattern was reversed. Southern broadcasters got a good deal of their ITV from their own facilities and a relatively small proportion from SECA, the regional network. (Note that "local" distribution for many Southern broadcasters is statewide.) Broadcasters in the Central region also received a large share (16.2 percent) of their ITV from the Central Educational Network, Midwestern Educational Television, or intra-state networks of independently scheduled broadcasters. Local material was less common than the overall average. Western broadcasters obtained a small proportion of their material from the Pacific Moutain Network or intra-state distribution.

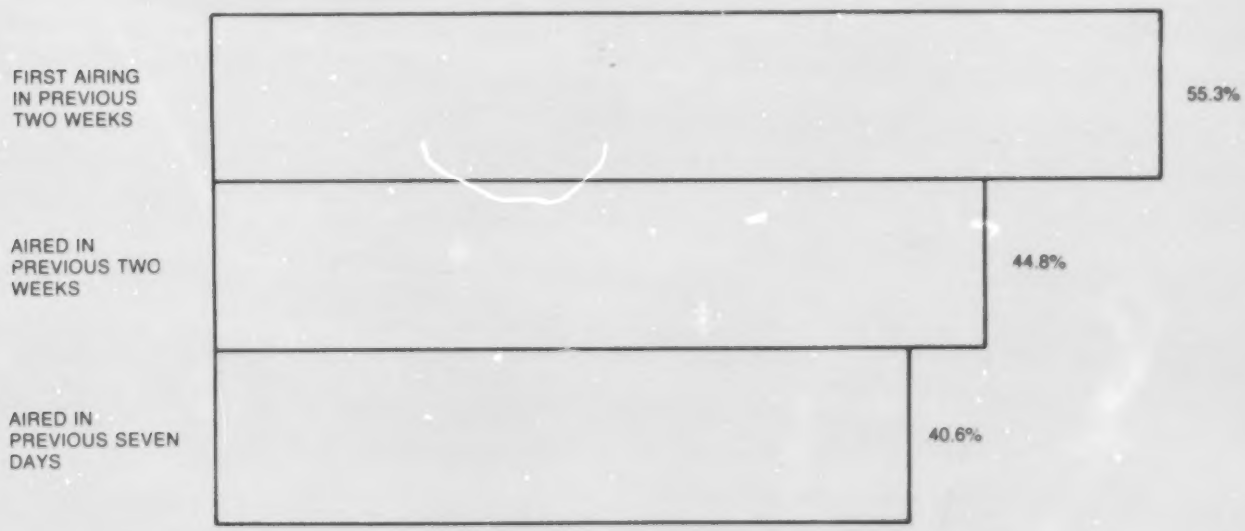
In Figure III.10, describing the use of ITV repeat programs, the total exceeds 100 percent, because programs could be repeated both from earlier in the week and/or some other time in the previous two weeks. It can be seen that 40.6 percent of the programs had been on the air earlier in the week and 44.8 percent had been shown by the broadcaster in the prior two weeks. These figures are essentially unchanged from FY 1980.

ADULT, COLLEGE, AND JUNIOR COLLEGE PROGRAMS

The survey indicates an average annual total of 493 programs per broadcaster (2.7 percent of all programs, 7.2 percent of ITV programs) were at the adult, college, or junior college level. This was more than twice the number (237 programs) reported in the 1980 survey. Because of our sample size and the relatively low number of such programs among all programs reported, however, it would be statistically unsound to analyze this material in great detail. Thus, a full table is not presented.

Six percent of these programs were teacher training; nine percent were categorized as social science; and the remainder were fairly evenly spread over subject matter categories—this includes 11 percent of programs at this

Figure III.7
Percentage of ITV Programs by Use of Repeats



Source: Research and Programming Services

grade level defined as "professional training" or "vocational" (about 18 programs per broadcaster per year).

A higher proportion of programs at the postsecondary level (14 percent) were produced at local facilities with 12 percent produced by consortia. Independent producers were responsible for 39 percent, and other PTV broadcasters produced 24 percent, a lower proportion than for all ITV programs.

Air times for programs at the postsecondary level were concentrated on weekdays: 20.8 percent of programs were broadcast on weekdays between school and prime time ("after school" might be a more appropriate label); 17.0 percent were aired during school hours; 1.7 percent were aired in prime time; 3 percent were aired after prime time; and 17.7 percent were aired in the early morning before school hours.

ITV WITHIN PROGRAMMING CATEGORIES

In this report, similarities in content and usage of ITV programming have been measured by proportions and average annual amounts. The report will also briefly examine instructional programming within various categories.

- ITV represents 30.8 percent of the programs (18.6 percent of hours) produced by "other" PTV broadcasters.
- ITV represents 54.2 percent of the programs (35.5 percent of hours) produced by "independent" or instructional TV producers.
- ITV represents 24.8 percent of the programs (14.8 percent of hours) distributed by regional networks.
- ITV represents 37.1 percent of the programs (26.1 percent of hours) taped from broadcasters' own facilities.
- ITV represents 33.9 percent of the local programs (19.4 percent of hours) distributed by broadcasters.
- ITV represents 62.1 percent of programs (27.9 percent of hours) broadcast during school hours.

TABLE III.1

Average Annual Hours and School Hours by ITV and Sesame Street and The Electric Company

	Total Year		School Hours on School Days	
	Hours	Percentage	Hours	Percentage
All Programs ITV	5,421	100.0%	978	100.0%
(excluding EC)	714	13.2	481	49.1
Sesame Street, The Electric Company	802	14.8	181	18.5
ITV plus 2 programs	1,516	28.0	662	67.6

Source: Research and Programming Services

TABLE III.2

Most Frequent ITV Programs by Annual Number of Programs per Broadcaster and as Percent of ITV Programs

Title	No. of Programs	Percent of ITV
The Electric Company	116.3	5.3%
Thinkabout	69.2	3.1
All About You	42.7	1.9
Inside/Out	38.6	1.7
Trade-Offs	31.4	1.4
Readalong	31.4	1.4
Read All About It	26.2	1.2
Write Channel	26.2	1.2
Villa Alegre	22.9	1.0
Finding Our Way	21.3	1.0
Inside Story	19.7	0.9
Self, Inc.	19.7	0.9
Wordshop	19.3	0.9
Total	484.9	21.9%

Source: Research and Programming Services

TABLE III.3

Average Annual Hours and Percent* of Total Hours per Broadcaster by Program Type and Broadcaster Category

Category	ITV**	SS/EC**	News/P.A.	General
All Broadcasters	774 (14.3%)	803 (14.8%)	673 (12.4%)	3,234 (59.6%)
REGION				
Northeast	898 (15.3%)	852 (14.5%)	648 (11.0%)	3,523 (60.0%)
South	870 (16.4%)	818 (15.5%)	649 (12.2%)	3,044 (57.4%)
Central	688 (12.6%)	851 (15.7%)	705 (13.0%)	3,253 (59.9%)
West	717 (13.4%)	697 (13.1%)	712 (13.3%)	3,263 (61.0%)
Outlying	127 (2.7%)	727 (15.3%)	625 (13.1%)	3,326 (69.9%)
POPULATION				
Under 150,000	467 (9.1%)	765 (15.1%)	628 (12.4%)	3,236 (64.1%)
150,000–349,999	615 (11.9%)	779 (15.0%)	596 (11.5%)	3,281 (63.1%)
350,000–599,999	755 (13.7%)	800 (14.5%)	726 (13.2%)	3,304 (60.0%)
600,000–999,999	698 (12.7%)	876 (15.9%)	663 (12.1%)	3,313 (60.4%)
1,000,000–2,000,000	781 (13.5%)	939 (16.2%)	756 (13.0%)	3,389 (58.4%)
Over 2,000,000	734 (12.2%)	976 (16.2%)	734 (12.1%)	3,672 (60.7%)
Overlapped	1,019 (21.1%)	413 (8.6%)	648 (13.4%)	2,782 (57.7%)
Multiple Stations	1,025 (19.3%)	733 (13.8%)	288 (11.8%)	2,984 (56.1%)
CLASS				
State System	1,056 (19.8%)	712 (13.3%)	667 (12.5%)	2,980 (55.8%)
University	691 (12.5%)	790 (14.3%)	721 (13.0%)	3,381 (61.1%)
Community	736 (13.2%)	881 (15.8%)	670 (12.0%)	3,350 (60.1%)
Local School	1,006 (21.4%)	627 (13.3%)	542 (11.5%)	2,592 (55.2%)
BUDGET				
Under $800,000	707 (14.4%)	672 (13.8%)	662 (13.6%)	2,874 (59.2%)
$800,000–$1,699,999	604 (11.9%)	724 (14.3%)	672 (13.3%)	3,116 (61.6%)
$1,700,000–$2,599,999	794 (14.3%)	883 (15.9%)	651 (11.7%)	3,282 (59.1%)
$2,600,000–$2,499,999	917 (15.9%)	814 (14.1%)	630 (10.9%)	3,450 (60.0%)
$3,500,000–$8,999,999	917 (15.3%)	895 (15.0%)	705 (11.8%)	3,531 (58.9%)
$9,000,000 and over	965 (16.2%)	892 (15.0%)	789 (13.3%)	3,372 (56.7%)

* Percent totals more than 100% due to multiple coding of *The Electric Company*.

** Includes *The Electric Company* played during school hours when school was in session.

Source: Research and Programming Services

TABLE III.4

Average Annual Programs and Percent* of Total Programs per Broadcaster by Program Type and Broadcaster Category

Category	ITV**	SS/EC**	News/P.A.	General
All Broadcasters	2,328 (25.4%)	995 (10.9%)	1,243 (13.6%)	4,708 (51.4%)
REGION				
Northeast	2,822 (28.4%)	1,032 (10.4%)	1,198 (12.1%)	4,975 (50.1%)
South	2,632 (28.1%)	1,047 (11.1%)	1,195 (12.8%)	4,640 (49.6%)
Central	2,034 (22.8%)	1,050 (11.8%)	1,322 (14.8%)	4,674 (52.2%)
West	2,073 (23.3%)	849 (9.6%)	1,311 (14.8%)	4,723 (53.2%)
Outlying	983 (2.2%)	918 (13.6%)	1,004 (14.8%)	4,744 (69.8%)
POPULATION				
Under 150,000	1,382 (17.6%)	967 (12.3%)	1,141 (14.5%)	4,456 (56.8%)
150,000–349,999	1,707 (19.6%)	1,006 (11.6%)	1,151 (13.2%)	5,016 (57.4%)
350,000–599,999	2,383 (25.1%)	997 (9.5%)	1,368 (14.4%)	4,914 (51.7%)
600,000–999,000	2,119 (23.2%)	1,107 (12.8%)	1,141 (12.5%)	4,908 (53.7%)
1,000,000–2,000,000	2,398 (25.1%)	1,122 (11.8%)	1,411 (14.8%)	4,732 (49.6%)
Over 2,000,000	2,165 (21.8%)	1,182 (11.9%)	1,374 (13.8%)	5,353 (53.8%)
Overlapped	2,794 (32.4%)	529 (6.2%)	1,153 (13.4%)	4,222 (49.0%)
Multiple Stations	3,112 (33.8%)	912 (9.6%)	1,184 (12.5%)	4,300 (45.3%)
CLASS				
State System	3,314 (33.8%)	900 (9.2%)	1,245 (12.7%)	4,494 (45.8%)
University	1,885 (20.8%)	970 (10.2%)	1,359 (15.0%)	4,964 (54.7%)
Community	2,3?.2 (25.0%)	1,088 (11.7%)	1,218 (13.1%)	4,787 (51.5%)
Local School	3,055 (35.6%)	812 (9.5%)	1,026 (12.0%)	3,824 (44.6%)
BUDGET				
Under $800,000	2,092 (25.0%)	869 (10.4%)	1,167 (13.9%)	4,368 (52.2%)
$800,000–$1,699,999	1,709 (20.8%)	913 (11.1%)	1,230 (14.9%)	4,492 (52.0%)
$1,700,000–$2,599,999	2,443 (26.0%)	1,103 (11.8%)	1,230 (13.1%)	4,726 (50.4%)
$2,600,000–$3,499,999	3,074 (30.9%)	979 (9.9%)	1,234 (11.4%)	4,893 (49.1%)
$3,500,000–$8,999,999	2,768 (27.1%)	1068 (10.5%)	1,340 (13.2%)	5,103 (50.2%)
$9,000,000 and over	2,703 (26.2%)	1094 (10.6%)	1,492 (14.5%)	5,173 (50.1%)

* Percent totals more than 100% due to multiple coding of *The Electric Company*.
** Includes *The Electric Company* played during school hours when school was in session.
Source: Research and Programming Services

TABLE III.5

Average Annual ITV Hours and Programs per Broadcaster by Subject Matter

	Hours		Programs	
	Annual Average	Percent of Total	Annual Average	Percent of Total
Children's Basic Education*	41.3	5.4%	146.9	6.4%
Reading/Writing	138.4	18.2	424.4	18.6
Literature/Humanities	56.7	7.5	170.6	7.5
Foreign Language	15.8	2.1	51.1	2.2
Mathematics	38.5	5.1	138.0	6.0
Science	93.5	12.3	286.6	12.5
Social Science	100.0	14.5	313.9	13.7
History	34.4	4.5	82.5	3.6
Music/Art/Theater	48.2	6.3	161.8	7.1
Home Economics	12.6	1.7	33.4	1.5
Health/P.E./Safety	77.0	10.5	274.9	12.0
Environment	5.2	0.7	14.5	0.6
Teacher Training	15.4	2.0	31.8	1.4
Professional Training	6.3	0.8	11.3	0.5
Vocational	15.7	2.1	36.2	1.6
Other	46.8	6.2	108.7	4.8

* Covers primary level courses which include multi-disciplinary subjects.
Source: Research and Programming Services

TABLE III.6

Average Annual ITV Hours and Programs per Broadcaster by Grade Level*

Grade	Hours		Programs	
	Annual Average	Percent of Total	Annual Average	Percent of Total
Kindergarten	155.4	20.6%	472.1	20.8%
1st	202.4	26.8	675.3	29.7
2nd	210.6	27.9	701.4	30.9
3rd	214.8	28.5	716.3	31.5
4th	284.3	37.6	912.0	40.2
5th	290.4	38.4	922.1	40.6
6th	297.0	39.3	939.7	41.4
7th	168.9	22.4	564.7	24.9
8th	158.8	21.0	529.6	23.3
9th	169.8	22.5	551.0	24.3
10th	103.5	13.7	284.5	12.5
11th	98.2	13.0	273.7	12.1
12th	98.7	13.1	273.3	12.0
Junior College	56.8	7.5	107.9	4.8
College	105.3	13.9	200.0	8.8
Adult	95.0	12.6	184.7	8.1

* Totals may be more than 100% due to multiple coding.
Source: Research and Programming Services

TABLE III.7

Average Annual ITV Hours and Programs per Broadcaster by Format of Program*

Format**	Hours		Programs	
	Annual Average	Percent of Total	Annual Average	Percent of Total
Lecture	169.4	23.3%	449.2	20.5%
Interview with Expert	46.1	6.3	105.4	4.8
Discussion Among People	63.4	8.7	175.5	8.0
Demonstration	195.2	26.9	646.4	29.4
Actual Event in Real Time	17.9	2.5	56.0	2.5
Dramatization	286.3	39.4	881.1	40.1
Documentary	143.0	19.7	421.4	19.2
Narrated Graphic Symbols	116.8	16.1	306.7	14.0
Animation	32.2	4.4	138.8	6.3

* Total is greater than 100% because one or two responses were allowed.
** For definition of format categories, see Appendix B.
Source: Research and Programming Services

TABLE III.8

Percentage of ITV Programs by Region by Source of Distribution

	Source of Distribution	
	Percent from Regional/State Network*	Percent from "Our Own" Facilities
Northeast	15.7%	4.7%
South	8.2	14.3
Central	16.2	4.9
West	6.4	6.8

* Includes both PBS and regional/state networks.
Source: Research and Programming Services

TABLE III.9

Average Annual ITV Hours and Programs per Broadcaster by A) Producing Source and B) Source of Distribution

	Hours		Programs	
	Annual Average	Percent of Total	Annual Average	Percent of Total
A) Producing Source				
Local	73.7	9.7%	208.1	9.1%
Consortium	98.4	13.0	329.6	14.5
CTW	62.4	8.2	127.6	5.6
Foreign	16.9	2.2	49.9	2.2
International Coproduction	4.8	0.6	16.5	0.7
Major PTV Organization	65.2	8.6	202.4	8.9
Other PTV Organization	197.4	26.0	647.2	28.4
Independent	215.0	28.3	639.5	28.0
Commercial U.S.	4.1	0.5	11.3	0.5
Other	21.7	2.9	48.3	2.1
B) Source of Distribution				
Local	64.6	8.6%	183.1	8.1%
Exchange with Other PTV Organization	14.4	1.9	43.5	1.9
Regional/State Network	85.6	11.3	270.5	11.9
PBS	186.4	24.7	402.9	17.7
AIT	140.4	18.6	541.7	23.8
Major ITV Supplier	123.6	16.4	441.5	19.4
Other ITV Supplier	110.1	14.6	309.9	13.6
Commercial Syndicator	8.2	1.1	26.6	1.2
Other	22.6	3.0	53.1	2.3

Source: Research and Programming Services

TABLE III.10

Average Annual ITV Hours and Programs per Broadcaster by Use of Repeat Programs*

	Hours		Programs	
	Annual Average	Percent of Total	Annual Average	Percent of Total
First Airing in Previous Two Weeks	409.2	56.2%	1,204.6	55.3%
Aired in Previous Seven Days	288.6	39.7	884.3	40.6
Aired in Previous Two Weeks	318.5	43.8	973.7	44.8

* Totals may be greater than 100% due to multiple coding.
Source: Research and Programming Services

TABLE III.11

Average Annual Hours and Programs per Broadcaster of Local ITV, and Local ITV as Percent of All ITV by Broadcaster Category

Category	Hours		Programs	
	Local Annual Average	Local as Percent of All ITV	Local Annual Average	Local as Percent of All ITV
All Broadcasters	64.6	8.4%	183.1	7.9%
REGION				
Northeast	47.1	5.2	130.8	4.6
South	118.8	13.7	364.3	13.8
Central	36.5	5.3	97.1	4.8
West	55.2	7.7	136.9	6.6
Outlying	42.7	33.8	70.0	30.0
POPULATION				
Under 150,000	4.5	1.0	8.9	0.6
150,000–349,999	12.0	2.0	20.6	1.2
350,000–599,999	33.1	4.4	104.7	4.4
600,000–999,999	48.6	7.0	185.0	8.7
1,000,000–2,000,000	32.2	4.1	78.3	3.3
Over 2,000,000	35.7	4.9	116.2	5.4
Overlapped	225.2	22.1	548.6	19.6
Multiple Stations	136.5	13.3	393.9	12.3
CLASS				
State System	155.0	14.7	459.0	13.9
University	48.5	7.0	117.2	6.2
Community	28.8	3.9	93.6	4.0
Local School	175.3	17.4	494.4	16.2
BUDGET				
Under $800,000	46.6	6.6	46.6	6.6
$800,000–$1,699,999	55.8	9.2	55.8	9.2
$1,700,000–$2,599,999	75.8	9.5	75.8	9.5
$2,600,000–$4,999,999	33.6	3.7	33.6	3.7
$5,500,000–$8,999,999	82.5	9.0	82.5	9.0
$9,000,000 and over	108.3	11.2	108.3	11.2

Source: Research and Programming Services

Chapter IV

Sesame Street and *The Electric Company*

These two children's programs from the Children's Television Workshop (CTW) including repeats accounted for 14.8 percent of all air time and 10.9 percent of all programs broadcast in FY 1982.

Estimated annual averages were 611 hours per broadcaster of *Sesame Street*, up from 581 hours per broadcaster in FY 1980, and 192 hours per broadcaster of *The Electric Company**, down slightly from 214 hours per broadcaster in 1980.

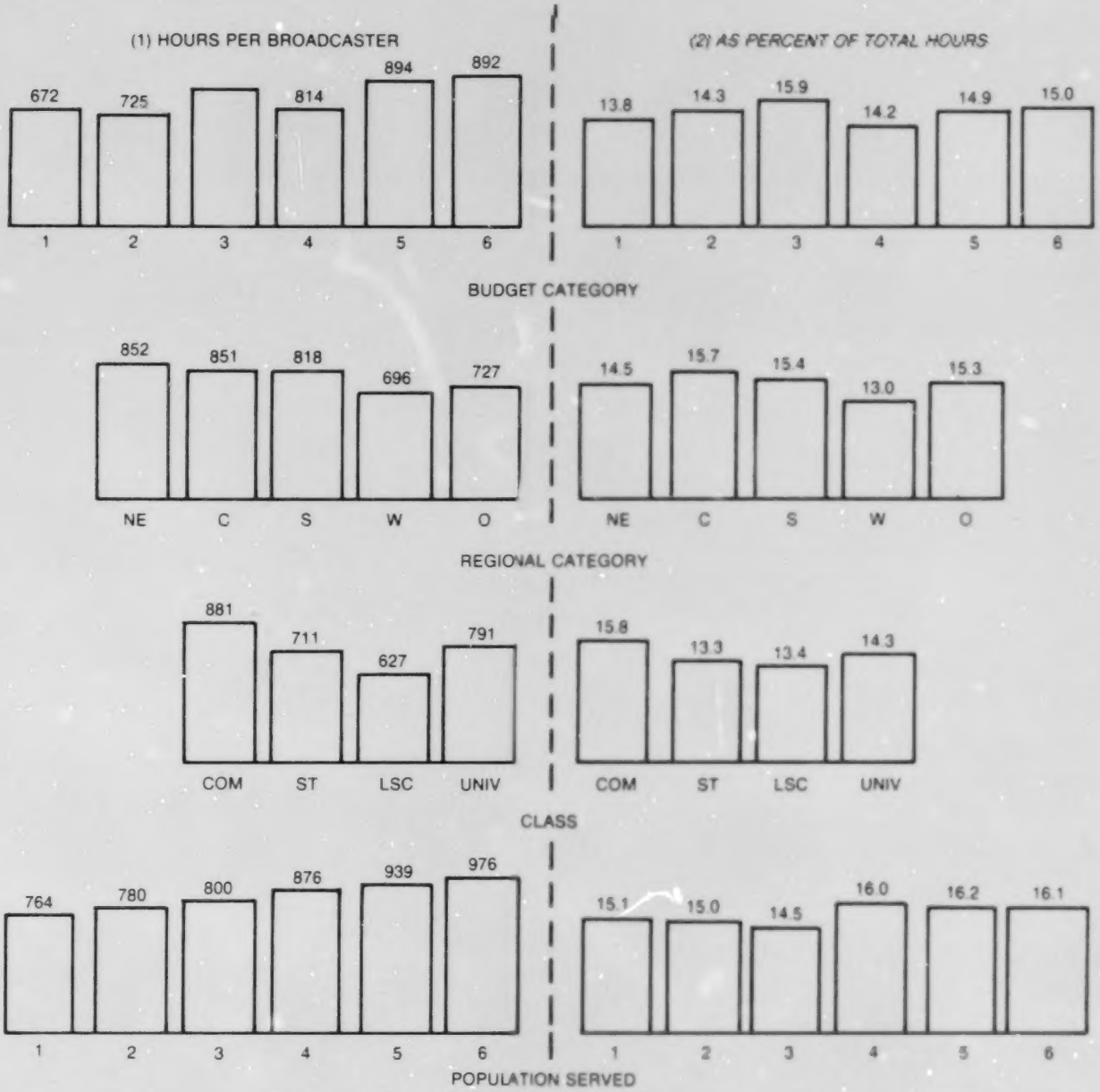
The producer (CTW), distributor (PBS), format and general nature of the two programs are well known. Because of their wide appeal to traditional ITV viewers, to particular grade levels and to minority viewers they cannot be easily categorized. Therefore, this report presents data on the programs without applying labels. Most of the important data on *Sesame Street* and *The Electric Company* in program content survey are summarized in Figure IV.1; a brief commentary fills out this chapter.

Figure IV.1 illustrates the differences in use of *Sesame Street* and *The Electric Company* across broadcaster categories. Figures IV.2 and IV.3 indicate that broadcasts of *Sesame Street/The Electric Company* aired weekdays after school (40.4 percent), during weekday school hours (32.6 percent), weekday preschool hours (14.3 percent), and weekend morning/daytime (12.4 percent). The pattern follows the PBS feed of the programs, which were examined by day of week and time of day. Patterns were very similar for both programs, although *Sesame Street* runs twice as many hours. *Sesame Street* use was less concentrated during school hours and was higher on weekends than *The Electric Company*. Table IV.1 describes the distribution of percentage of programs for each series.

The survey data indicate that 28.5 percent of the programs were rebroadcast within seven days. Only a slightly higher percentage (30.5 percent) were rebroadcast within two weeks.

* *The Electric Company* shown during school hours when school was in session is counted both as ITV and as "SS/EC." Analyses in this chapter include *The Electric Company* episodes which are also included in analyses in Chapter III.

Figure IV.1
Average Annual Sesame Street/The Electric Company Hours by Broadcaster Category



BUDGET CATEGORY
1 = UNDER $800,000
2 = $800,000–$1,699,999
3 = $1,700,000–$2,599,999
4 = $2,600,000–$3,499,999
5 = $3,500,000–$8,999,999
6 = $9,000,000 AND OVER

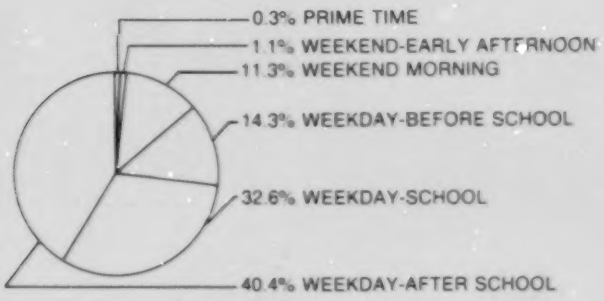
REGIONAL CATEGORY
NE = NORTHEAST
C = CENTRAL
S = SOUTH
W = WEST
O = OUTLYING

CLASS
COM = COMMUNITY
ST = STATE
LSC = LOCAL SCHOOL
UNIV = UNIVERSITY

POPULATION SERVED
1 = UNDER 150,000
2 = 150,000–349,999
3 = 350,000–599,999
4 = 600,000–999,999
5 = 1,000,000–2,000,000
6 = OVER 2,000,000

Source: Research and Programming Services

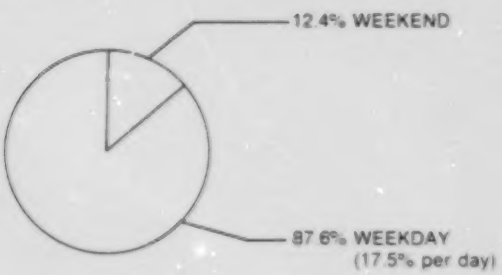
Figure IV.2
Percentage of Sesame Street/The Electric Company Hours by Daypart



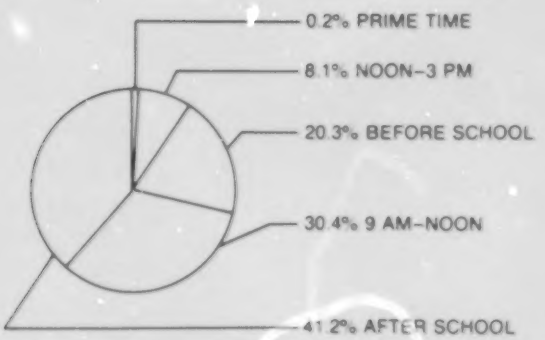
Source: Research and Programming Services

Figure IV.3
Percentage of Sesame Street/The Electric Company Hours by Day of Week and Time of Day

A. DAY OF WEEK

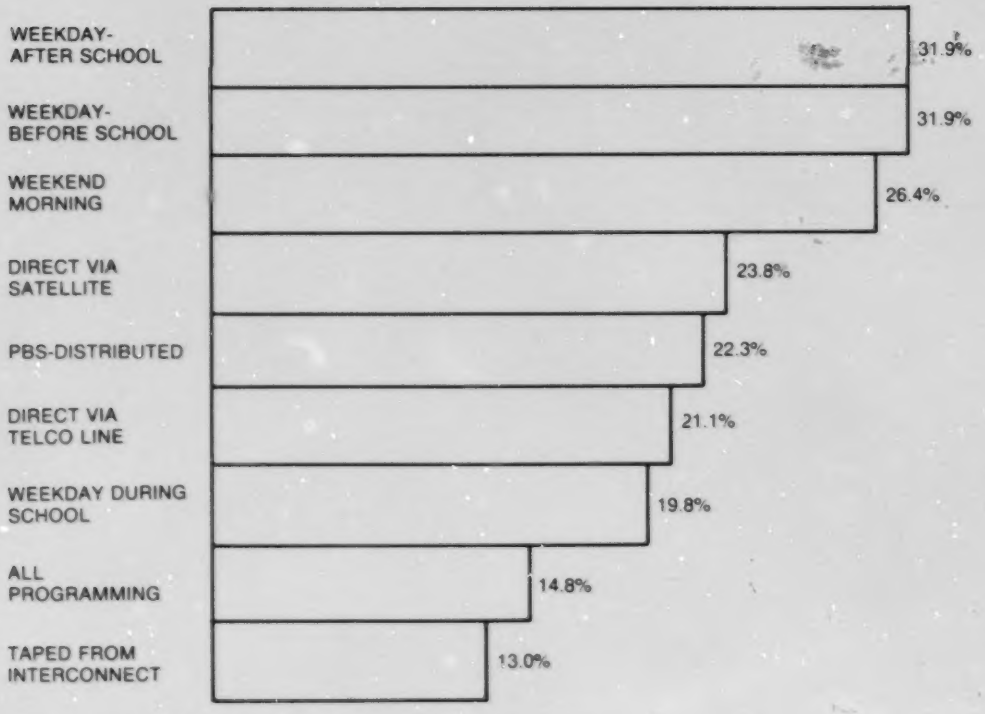


B. TIME OF DAY



Source: Research and Programming Services

Figure IV.4
Sesame Street/The Electric Company Hours as Percentage of Selected Programming Segments



Source: Research and Programming Services

TABLE IV.1

Percentage of Sesame Street/The Electric Company Programs by Daypart

	Weekday School	Weekday After School	Weekend Morning/Day	Weekday Preschool
Sesame Street	29.8%	38.8%	13.0%	16.9%
The Electric Company	41.4	45.4	5.8	6.3

Source: Research and Programming Services

Chapter V

"General" and News/Public Affairs Programs

When instructional programs and SS/EC are disregarded, all the remaining programs analyzed fall into the General and News/Public Affairs category. This chapter focuses first on the combination of "General & News"; the News/Public Affairs programs are treated as a separate group later in the chapter.

General & News programs represented 72.0 percent of all broadcast hours and 64.9 percent of all programs in PTV schedules during FY 1982. These proportions reflect annual averages of 3,905 hours and 5,953 programs. The average program length was 39 minutes. The figures reflect an increase of 242 hours, an increase of 0.7 percent of hours, and an increase of 360 programs (1.7 percent) since FY 1980.

DIFFERENCES BY BROADCASTER CATEGORY

Broadcasters with smaller budgets scheduled fewer average annual hours of General & News material than broadcasters with larger budgets, and there were differences by region, class, and population served. Figure V.1 indicates that (with the exception of broadcasters in outlying regions and broadcasters licensed to state or school boards) there were relatively small differences over broadcaster categories in time devoted to General & News content. Therefore, those broadcaster categories with a higher number of total annual hours had a proportionately higher number of General & News hours.

TYPES OF GENERAL & NEWS PROGRAMS

Table V.1 presents a detailed division of General & News hours and programs by different type. For an initial analysis, these have been combined into five clusters of program types: News/Public Affairs (17.2 percent of all General & News hours), Information/Skills (34.0 percent), Children's (10.4 percent), Cultural (31.7 percent), and other General (6.7 percent). These clusters are scheduled differently—the differences are detailed in Tables II.11 and II.12 and are described in Chapter II.

Four types of programs were counted within the annual average of 1,331.5 hours of Information/Skills materials. History/Biography programs accounted for an average of 107.1 annual hours—two percent of all air time. General information programs averaged 721.4 hours per broadcaster—13.4 percent of all air time. Skills/How-To programs totaled 257.4 hours per broadcaster—4.8 percent of all air time. Science programs totaled 245.6 hours per broadcaster—4.6 percent of all air time (of which 98 hours per broadcaster were accounted for by *NOVA*).

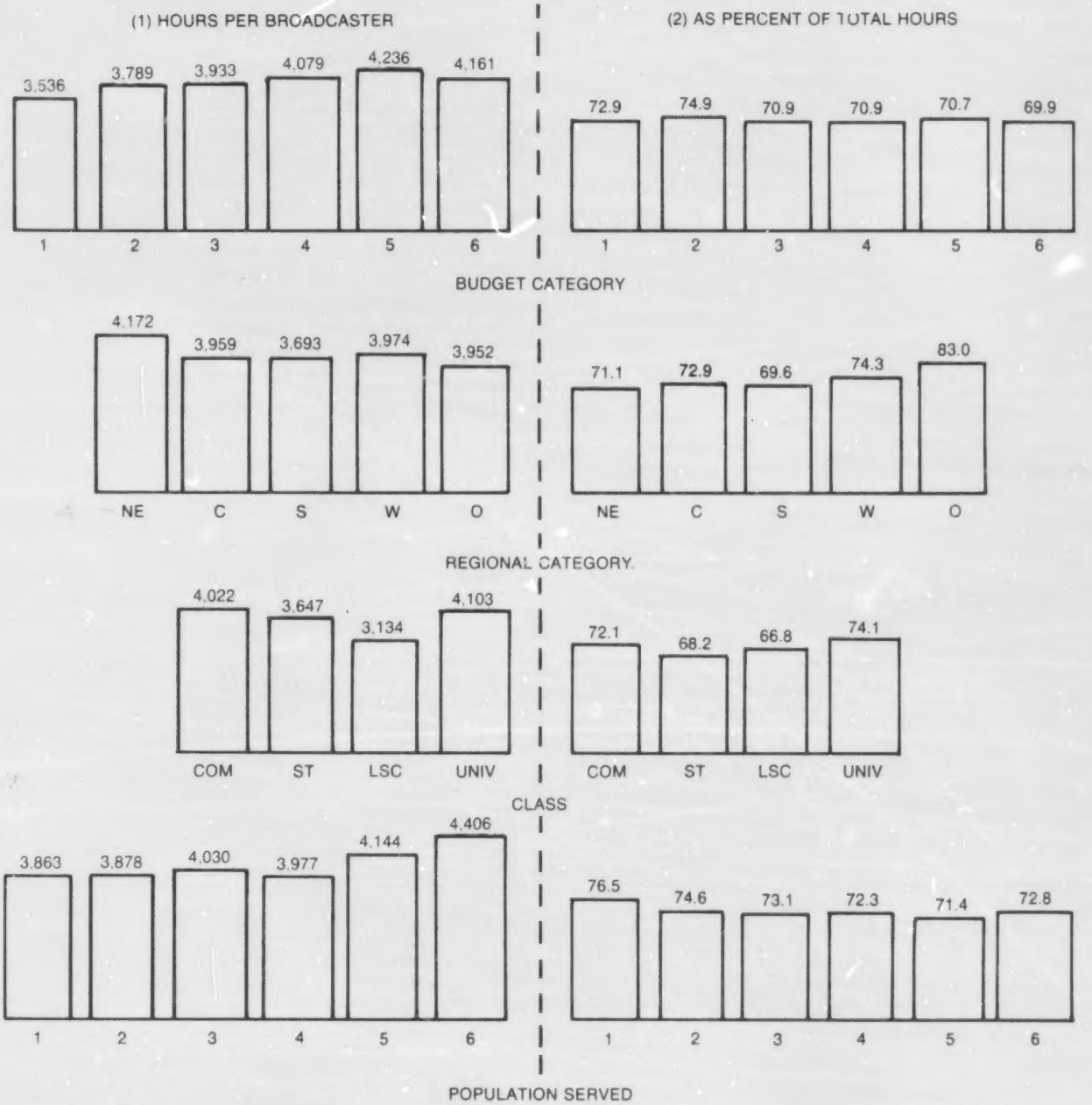
Children's General programming totaled 406.4 annual hours per broadcaster—7.5 percent of all air time. This category included *Mister Rogers' Neighborhood* and *Villa Alegre* among others. These two programs accounted for 46.2 percent of the Children's General hours.

The 1,239.3 average annual hours of Cultural programs included six program types. Most of these programs were either Drama (414.0 hours, 7.6 percent of all air time), Music or Dance performance (338.8 hours, 6.2 percent of all air time). Other frequent types were feature films (281.5 hours, 5.2 percent of all air time) which doubled from 1980 (143.4 hours) and Culture/Art/Reviews programming (131.8 hours, 2.4 percent of all air time). Variety programs and comedy/satire programs were marginally represented.

Among the "other general" programming on the air, the most frequent category was Sports (100.6 hours, 1.9 percent of all air time), which was concentrated in weekend daytime and early evening hours.

Fund-raising activities took an average of only 0.5 percent of all air time, when averaged over all schedules. The average, however, does not clearly reflect the differences among broadcaster class shown in Figure

Figure V.1
Average Annual General & News by Broadcaster Category



BUDGET CATEGORY
1 = UNDER $800,000
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3 = $1,700,000–$2,599,999
4 = $2,600,000–$3,499,999
5 = $3,500,000–$8,999,999
6 = $9,000,000 AND OVER

REGIONAL CATEGORY
NE = NORTHEAST
C = CENTRAL
S = SOUTH
W = WEST
O = OUTLYING

CLASS
COM = COMMUNITY
ST = STATE
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UNIV = UNIVERSITY

POPULATION SERVED
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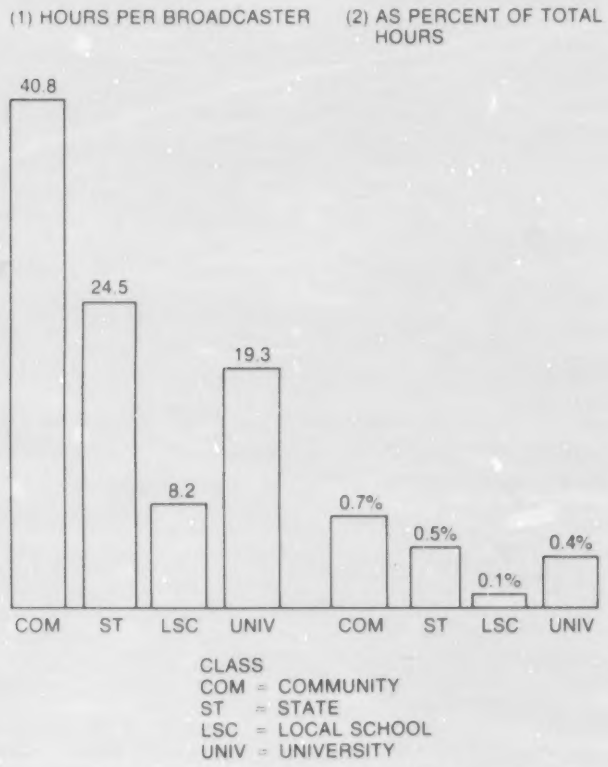
2 = 150,000–349,999
3 = 350,000–599,999
4 = 600,000–999,999
5 = 1,000,000–2,000,000
6 = OVER 2,000,000

Source: Research and Programming Services

Figure V.2
Average Annual Station Promotion/Auction/Fund Raising Hours By Broadcaster Class



Source: Research and Programming Services

V.2. Community broadcasters averaged 40.8 hours per year of fund-raising programming—auctions, pledges, appeals, etc.—over the year. (Pledge appeals shorter than five minutes were not counted.) This figure was a significant decline from the 65.7 hours reported for community licensees in 1980. Conversely, state licensees increased their fund-raising hours on air from just over two hours per year in 1980 to 24.5 hours per year in 1982. The changes for other licensee types were not statistically significant.

DAY AND TIME OF GENERAL & NEWS PROGRAMMING

Basic details about the day of week and time of day during which General & News Programs were broadcast are presented in Figure V.3. A slightly higher than average proportion of hours were broadcast on Saturdays and Sundays. Of all material of this type, 30 percent was broadcast during prime time, while almost 12 percent was broadcast after prime time.

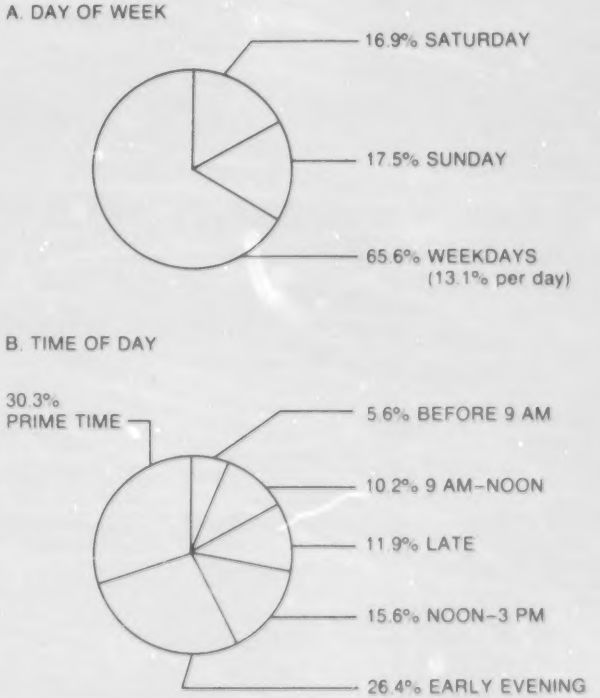
Over the course of the year there were slight changes in the weekly hours of the types of General & News programs.

The fall schedules contained fewer hours per week of cultural material than the summer or spring. News/Public Affairs was least used in the spring as was Information/Skills, which also had its lowest percentage in that season.

PRODUCTION AND DISTRIBUTION OF GENERAL & NEWS HOURS

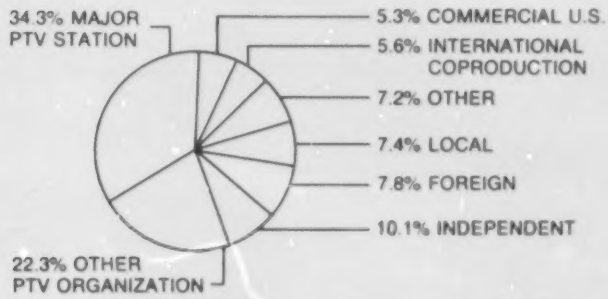
Figure V.4 and Table V.3 show that production by "major" PTV organizations accounted for more than one third (34.3 percent) of General & News hours; more than one fifth (23 percent) of all the General & News hours broadcast had been produced by "other" PTV organizations. Local production accounted for another 7.4 percent of the hours of this type (compared to 7.8 percent in FY 1980 and 7.3 percent in 1978) and foreign-

Figure V.3
Percentage of General & News Hours by Day of Week and Time of Day



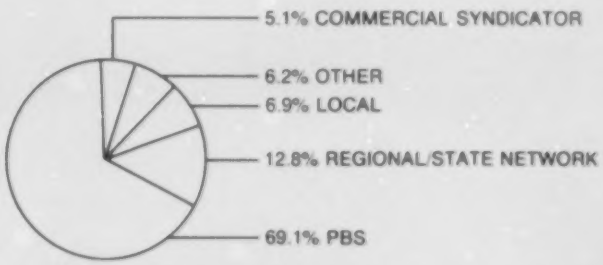
Source: Research and Programming Services

Figure V.4
Percentage of General & News Hours by Producer



Source: Research and Programming Services

Figure V.5
Percentage of General & News Hours by Distribution



Source: Research and Programming Services

produced programs accounted for 7.8 percent. International coproductions (5.6 percent) accounted for another 13.4 percent of air time of this type. (It should be noted that *Masterpiece Theatre* represented 33.8 percent of the foreign production and *NOVA* represented 45.6 percent of the international coproduction of General & News programs. Independent producers were responsible for 10.1 percent of these hours in 1982, an increase over 6.8 percent in 1980.

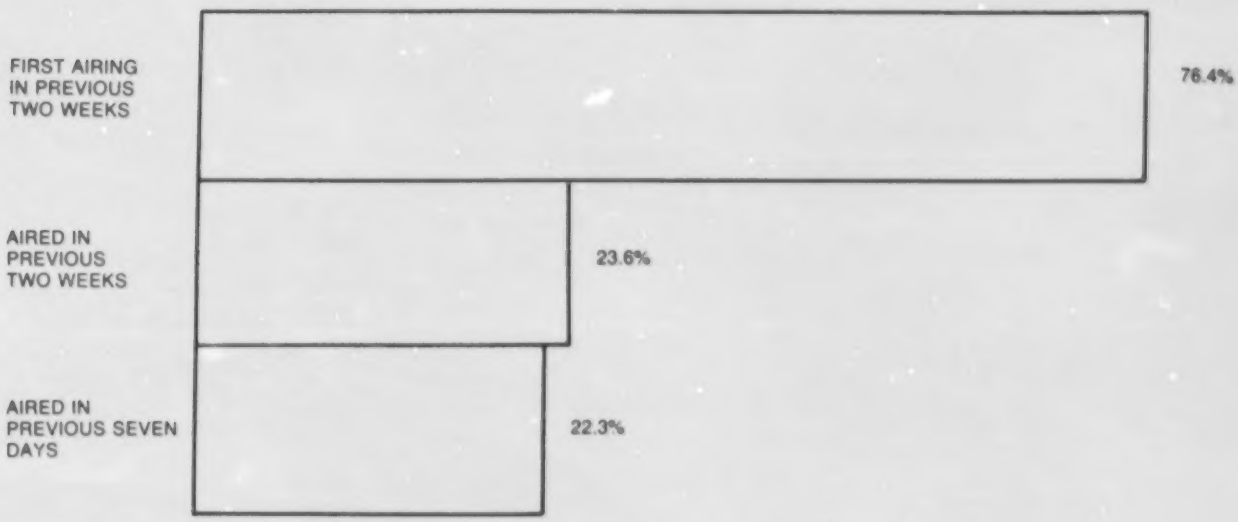
As Figure V.5 shows, 69.1 percent of General & News hours were distributed by PBS in 1982, a decline from 1980. Regional networks were responsible for the distribution of 12.8 percent of all hours of this type.

There was again significant variation by region.

Northeastern broadcasters made the greatest use of regional network facilities. They also had the lowest proportion of General & News material from PBS. (Note that the definition of distributor assigned a program to PBS even if a regional network held it and retransmitted it at another time.) Central and Western broadcasters aired the highest proportion of PBS programs.

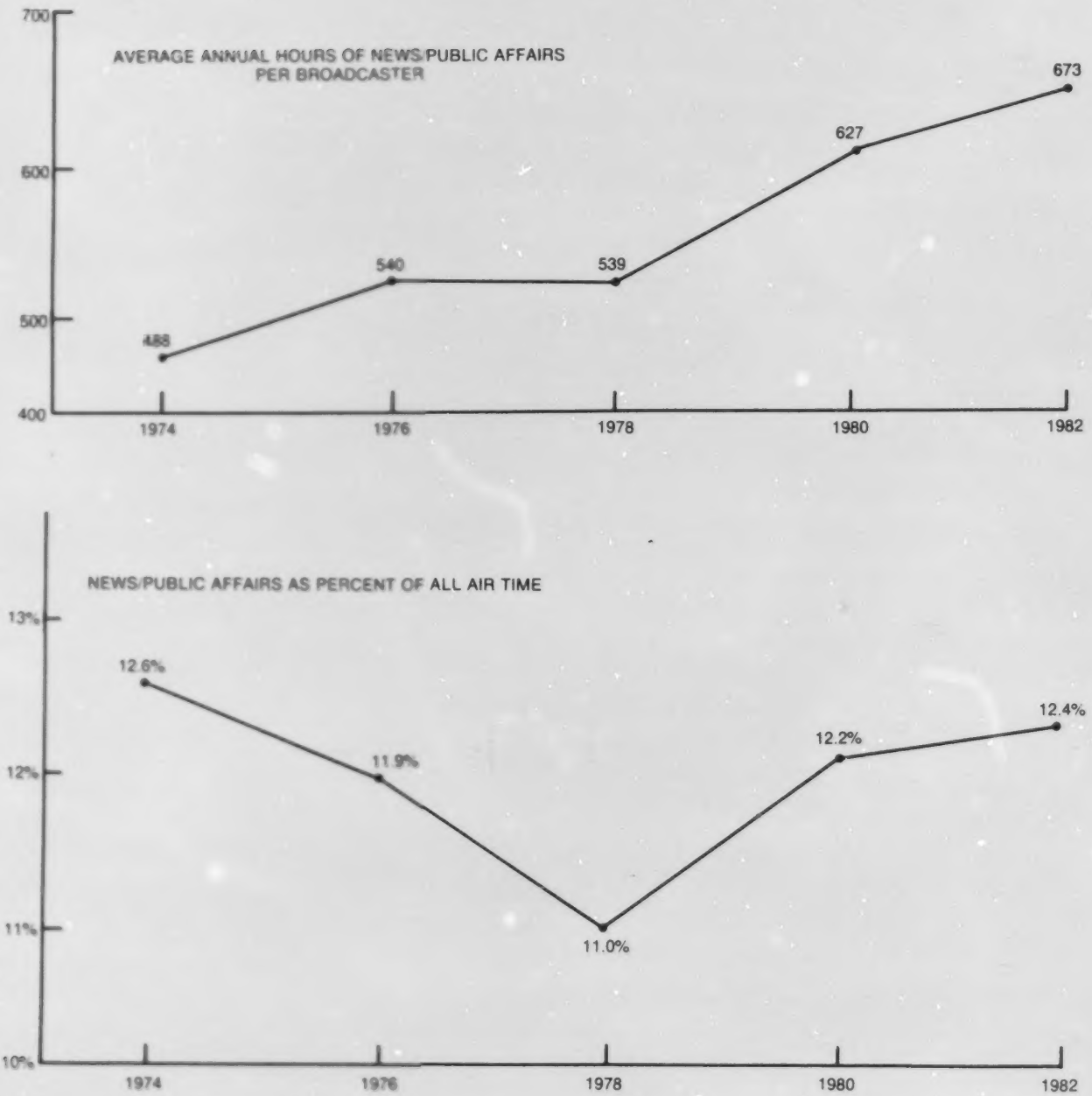
Less than one fourth of the General & News programs were repeated within seven days of their airing with a few additional repeats for the subsequent seven days.

Figure V.6
Percentage of General & News Hours by Use of Repeats



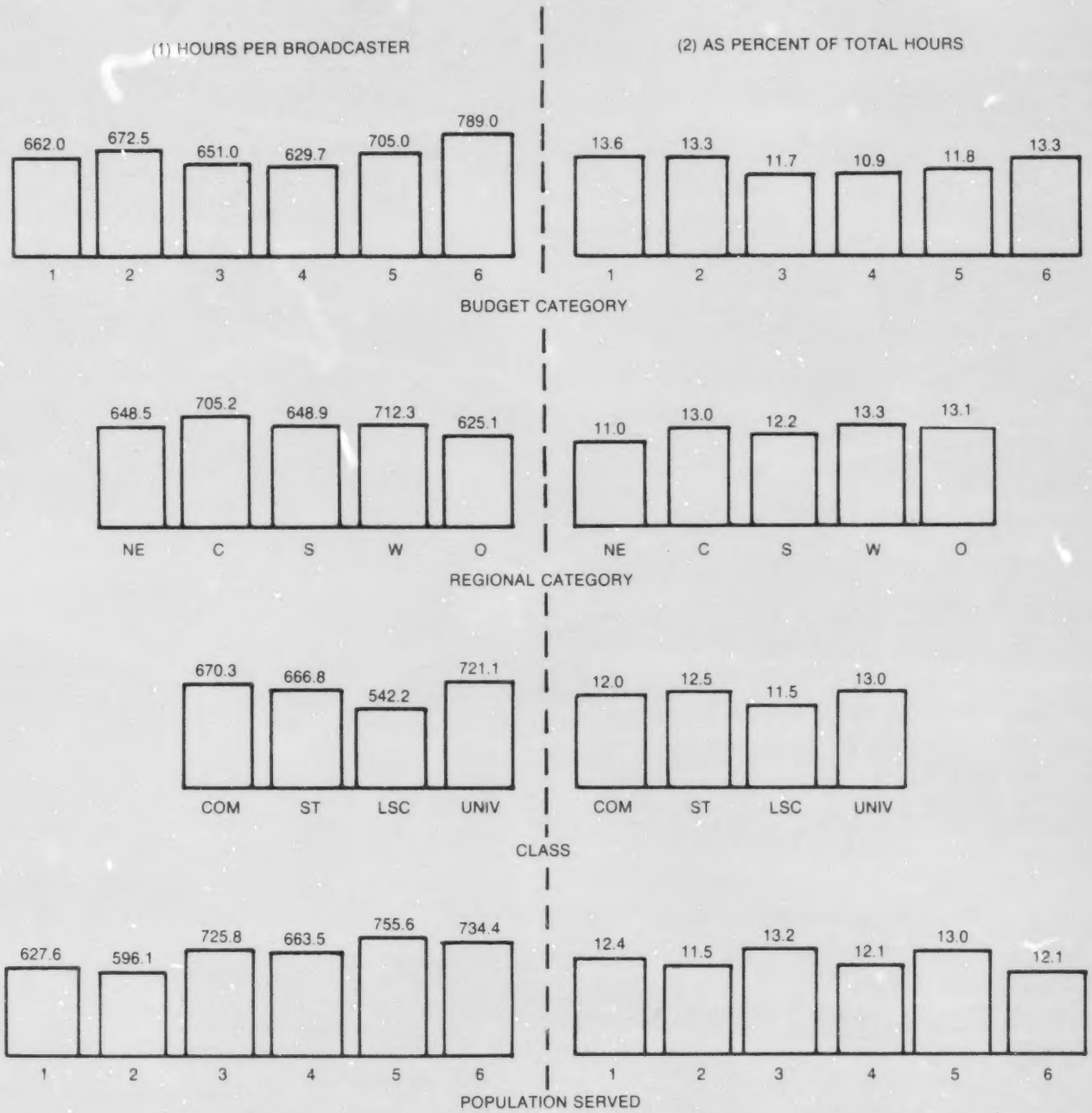
Source: Research and Programming Services

Figure V.7
News/Public Affairs Hours Since 1974



Source: Research and Programming Services

Figure V.8
Average Annual News/Public Affairs Hours by Broadcaster Category



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REGIONAL CATEGORY
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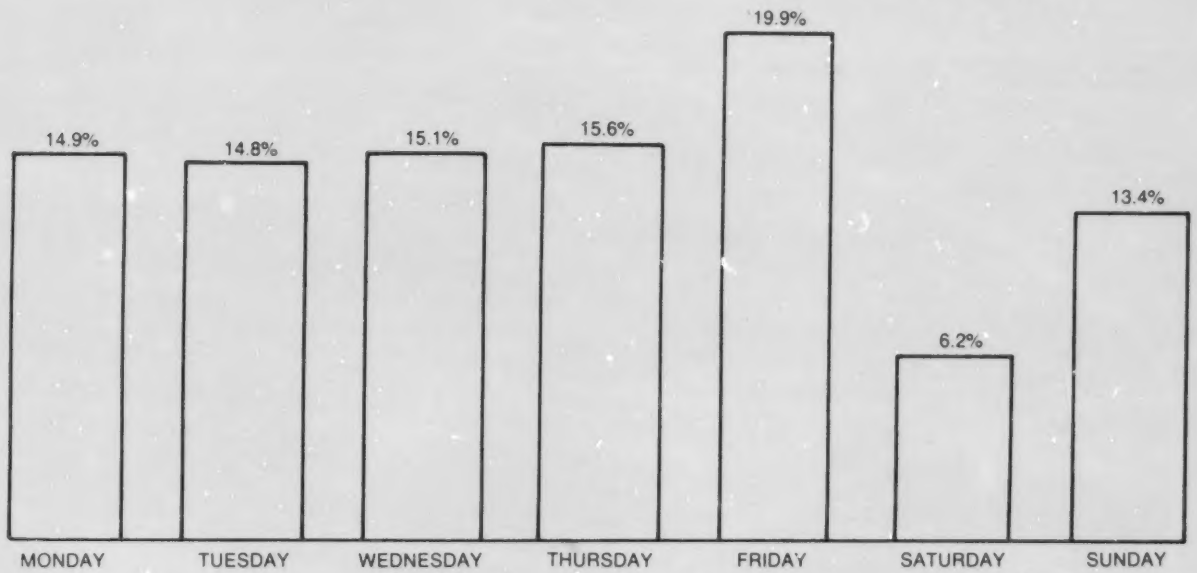
5 = 1,000,000–2,000,000
6 = OVER 2,000,000

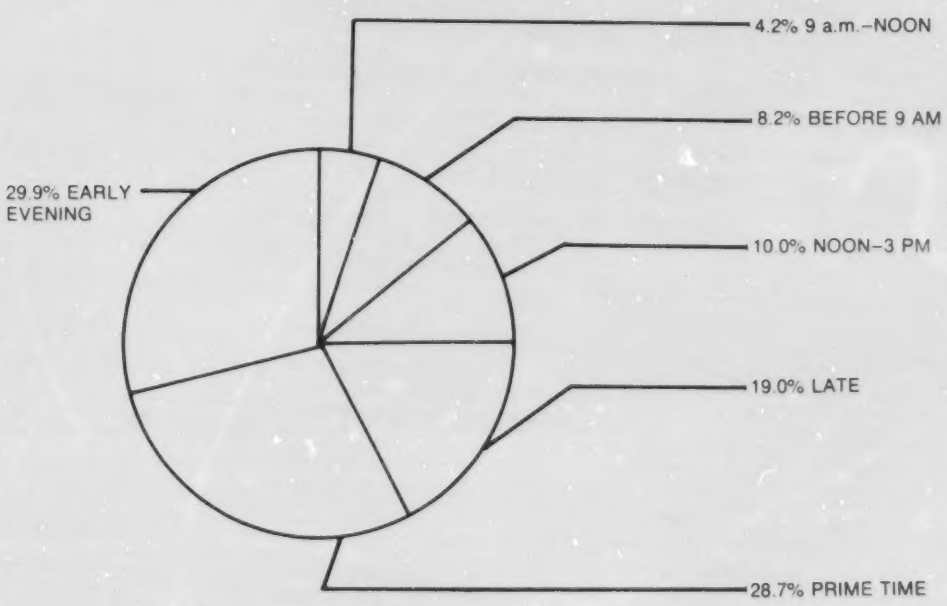
Source: Research and Programming Services

Figure V.9
Percentage of News/Public Affairs Hours by Day of Week and Time of Day

A. DAY OF WEEK



B. TIME OF DAY

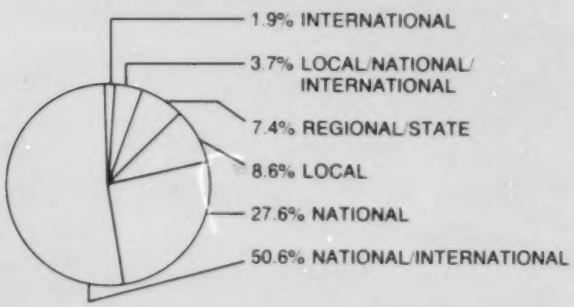


Source: Research and Programming Services

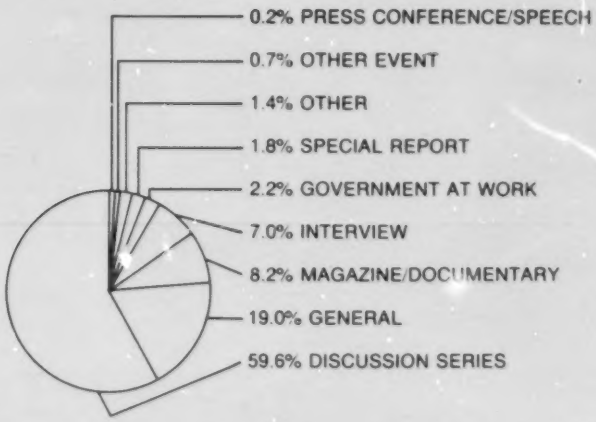
60

Figure V.10
Percentage of News/Public Affairs Hours by A) Scope of Content and B) Program Format

A. SCOPE

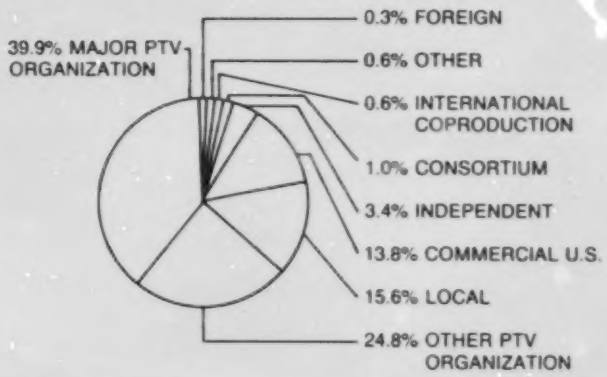


B. FORMAT



Source: Research and Programming Services

Figure V.11
Percentage of News/Public Affairs Hours by Producer



Source: Research and Programming Services

News/Public Affairs programming amounts also varied across broadcaster categories over the course of the year (see Figure V.8). Broadcasters in the very highest budget category presented far more annual hours of News/Public Affairs than those with lower budgets. There is no clear correlation between budget size and the percentage of air time. Analysis by region shows that Western and Central broadcasters aired the greatest number of hours of News/Public Affairs material.

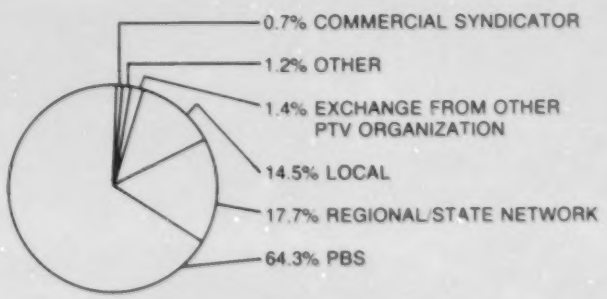
Local school board broadcasters transmitted both the lowest annual hours and the lowest proportion of News/Public Affairs material during FY 1982. The other classes of broadcaster devoted just over 100 minutes per day to News/Public Affairs material. Broadcasters serving populations of one to two million had the highest annual average number of hours and broadcasters serving populations of 350,000 to 600,000 had the highest percentage of air time devoted to News/Public Affairs.

NEWS/PUBLIC AFFAIRS CONTENT

News/Public Affairs programs represented 12.4 percent of all broadcast hours and 13.6 percent of all scheduled PTV programs during FY 82.

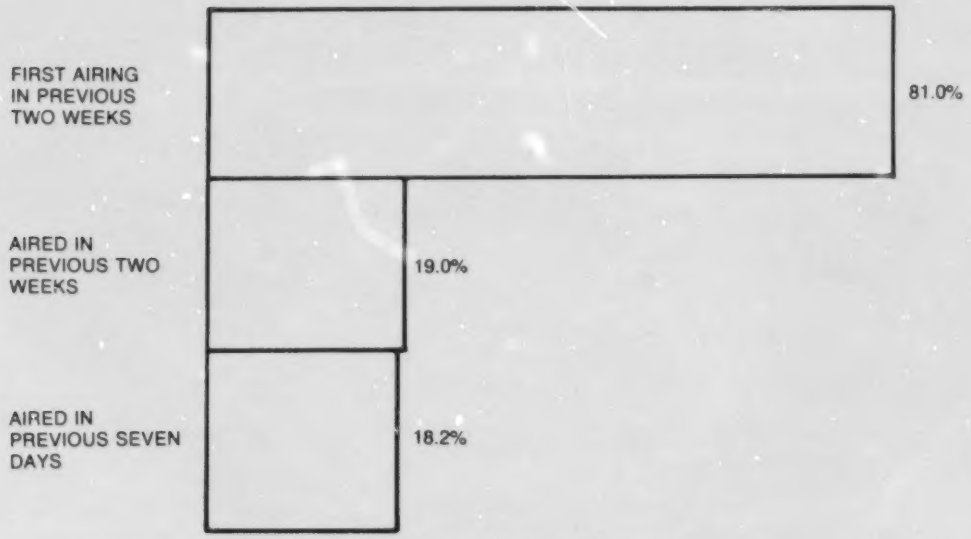
The annual average of News/Public Affairs was 673 hours and 1,246 programs, representing an increase of 46 hours (7.8 percent) and 134 programs (12 percent) since 1980. The trends since 1974 are shown in Figure V.7. The number of News/Public Affairs hours has increased steadily since 1974 and since hitting a low point in 1978, percentage of air time given to News/Public Affairs has also increased.

Figure V.12
Percentage of News/Public Affairs Hours by Distribution



Source: Research and Programming Services

Figure V.13
Percentage of News/Public Affairs Hours
by Use of Repeats



Source: Research and Programming Services

Figure V.9.A shows that News/Public Affairs program hours were unevenly distributed over the days of the week. Friday had the most News/Public Affairs Program hours, while Saturday and Sunday had fewer hours. Figure V.9.B indicates that 28.7 percent of all News/Public Affairs hours were broadcast during prime time, with another 29.9 percent broadcast in early evening, and 19 percent after prime time.

Two specific survey items that investigated the scope and format of News/Public Affairs programs are summarized in Figure V.10. Programs commonly overlapped content categories. By combining some of the categories a clearer examination can be made. For example, the scope of 19 percent of the News/Public Affairs hours included coverage of local, state or regional matters; 81.3 percent of the hours included coverage of national events and 56.2 percent of the hours included coverage of international affairs.

Section B of Figure V.10 describes the proportions of News/Public Affairs hours in various formats. The most frequent format was the report/discussion/analysis series (59.6 percent), followed by general news series (19 percent). These formats tend to be relatively inexpensive, in-studio productions. Interviews, coverage of political or governmental bodies, press conferences, speeches, and other events represented 10.1 percent of News/Public Affairs hours. Magazine or documentary series and special News/Public Affairs formats require more difficult production and represented 10.0 percent of News/Public Affairs hours (a decline from 19.4 percent of such hours in 1980).

News/Public Affairs programs were produced locally for 15.6 percent of hours aired (vs. 18.0 percent in FY 1980), while 39.9 percent were produced by major PTV producers and 24.8 percent by "other" PTV producers. (See Figure V.12.) Distribution of the nonlocal hours was mainly from PBS—64.3 percent of all News/Public Affairs (vs. 74.2 percent in FY 1980). (See Figure V.12.) Regional networks accounted for most of the rest of the distribution (17.7 vs. 5 percent in 1980) and local distribution accounted for 14.5 percent (vs. 17.9 percent in 1980).

News/Public Affairs programs were least likely to be repeated; 81.0 percent of all News/Public Affairs hours had not been shown in the previous two weeks; when repeats occurred, they were usually within the first seven days. (See Figure V.13.) The major role of News/Public Affairs programs among all local material is covered in Chapter VII.

TABLE V.1

Types of General & News Hours and Programs: Average Annual Totals and Percentages per Broadcaster

Program Type	Hours			Programs		
	Annual Average	Percent of All General News	Percent of All Programming	Annual Average	Percent of All General News	Percent of All Programming
News/Public Affairs	(672.9)	(17.2%)	(12.4%)	(1,243.2)	(20.9%)	(13.6%)
Information/Skills	(1,331.5)	(34.1)	(24.5)	(2,229.2)	(37.4)	(24.3)
History/Biography	107.1	2.7	2.0	137.2	2.3	1.5
General Information	721.4	18.5	13.3	1,298.6	22.1	14.3
Science	245.6	6.3	4.5	270.1	4.6	3.0
Skills/How-To	257.4	6.6	4.7	534.4	8.9	5.8
Children's	(406.4)	(10.4)	(7.5)	(816.4)	(13.7)	(8.9)
Cultural	(1,239.3)	(31.8)	(22.8)	(1,304.6)	(21.9)	(14.2)
Culture/Art/Reviews	131.8	3.4	2.4	221.4	3.8	2.4
Music/Dance Performance	338.8	8.7	6.2	320.8	5.5	3.5
Drama	414.0	10.6	7.6	458.8	7.8	5.1
Feature Film	281.5	7.2	5.2	177.1	3.0	2.0
Comedy/Satire	54.0	1.4	1.0	102.6	1.7	1.1
Variety	20.1	0.5	0.4	25.0	0.4	0.3
Other General	(214.6)	(6.7)	(4.8)	(360.4)	(6.1)	(3.9)
Sports	100.6	2.6	1.9	83.7	1.4	0.9
Station Promotion/Auction	28.4	0.7	0.5	26.2	0.4	0.3
Other	132.2	3.4	2.4	250.5	4.3	2.7
Total	3,905.6	100.0	72.0	5,953.8	100.0	64.9

Source: Research and Programming Services

TABLE V.2

Weekly Hours of General & News Hours by Yearpart

Program Type	Oct. 1–Jan. 13	Jan. 14–June 17	June 18–Sept. 30
News/Public Affairs	13.0	11.6	12.9
Information/Skills	24.2	23.8	26.2
Children's	7.0	7.0	9.0
Cultural	21.2	22.6	25.2

Source: Research and Programming Services

TABLE V.3

Annual Average General & News Hours and Programs per Broadcaster by A) Producing Source and B) Source of Distribution

	Hours		Programs	
	Annual Average	Percent of Total	Annual Average	Percent of Total
A) Producing Source				
Local	285.2	7.4%	458.4	7.8%
Consortium	40.8	1.1	71.6	1.2
CTW	40.7	1.1	74.5	1.3
Foreign	301.7	7.8	370.3	6.3
International Coproduction	214.2	5.6	231.4	4.0
Major PTV Organization	1,319.5	34.3	2,138.5	36.6
Other PTV Organization	858.3	22.3	1,455.8	24.9
Independent	390.0	10.1	540.9	9.3
Commercial U.S.	203.9	5.3	304.3	5.2
Other	194.0	5.0	199.6	3.4
B) Source of Distribution				
Local	267.4	6.9%	429.8	7.3%
Exchange with Other PTV Organization	64.6	1.7	121.6	2.1
Regional/State Network	492.2	12.8	818.4	13.9
PBS	2,666.6	69.1	4,014.9	68.4
AIT	2.9	0.1	6.4	0.1
Major ITV Supplier	25.7	0.7	53.9	0.9
Other ITV Supplier	35.1	0.9	57.6	1.0
Commercial Syndicator	197.4	5.1	223.8	3.8
Other	106.4	2.8	141.3	2.4

Source: Research and Programming Services

TABLE V.4

Annual Average General & News Hours and Programs per Broadcaster by Use of Repeat Programs*

	Hours		Programs	
	Annual Average	Percent of Total	Annual Average	Percent of Total
First Airing in Previous Two Weeks	2,654.2	76.4%	3,974.3	75.6%
Aired in Previous Seven Days	776.1	22.3	1,212.2	23.1
Aired in Previous Two Weeks	821.3	23.6	1,283.7	24.4

* Totals may be greater than 100% due to multiple coding
Source: Research and Programming Services

TABLE V.5

Percentage of General & News Hours by Distribution by Region

	Regional Network	Broadcaster's Facilities	PBS
Northeast	15.3%	6.8%	63.1%
South	10.8	8.3	69.8
Central	12.7	5.6	73.1
West	13.4	6.0	70.0
Outlying	0.0	19.5	67.5

Source: Research and Programming Services

Chapter VI

Special or Target Audience Programs

An analysis of programming for special or target audiences is a matter of central importance for public television; yet it is one of the most difficult areas in which to obtain valid and useful data. What is a "target" or "special" audience? When is a program "intended" for a particular group? Some target groups easily described are women, ethnic minorities, the elderly, and people with impaired hearing. But are Wall Street investors a target group, or hunters, or cooks, or lovers of Shakespeare? *Tony Brown's Journal* is clearly a program for the black community, but is *Julia Child and Company* for women? The survey designed allowed most nationally distributed programs to be precoded. There was no control over the way respondents classified local programs or acquisitions. Thus, the survey results reflect a composite of the opinions of respondents.

The average annual totals of target or special programming per broadcaster were 432 hours and 843 programs in Fiscal Year 1982. This represented 8 percent of all hours (and 9.2 percent of all programs) and 11 percent of all hours and 14.1 percent of all programs in the General & News category. The average length of a program for target or special audiences was 30.7 minutes. These figures were essentially unchanged from the proportions of target or special programming that were aired in 1980.

Figure VI.1 describes the distribution of special and target programming by broadcaster category. Broadcasters with the largest budgets, those in the Central and Outlying regions, and those serving larger populations provided the most material for target groups. The broadcasters with the biggest budgets provided the greatest amount and the second highest percentage of target audience material. Similarly, university licensees had the greatest number of hours of target-audience material but local school board licensees had the highest percentage (8.8 percent) of the broadcaster classes.

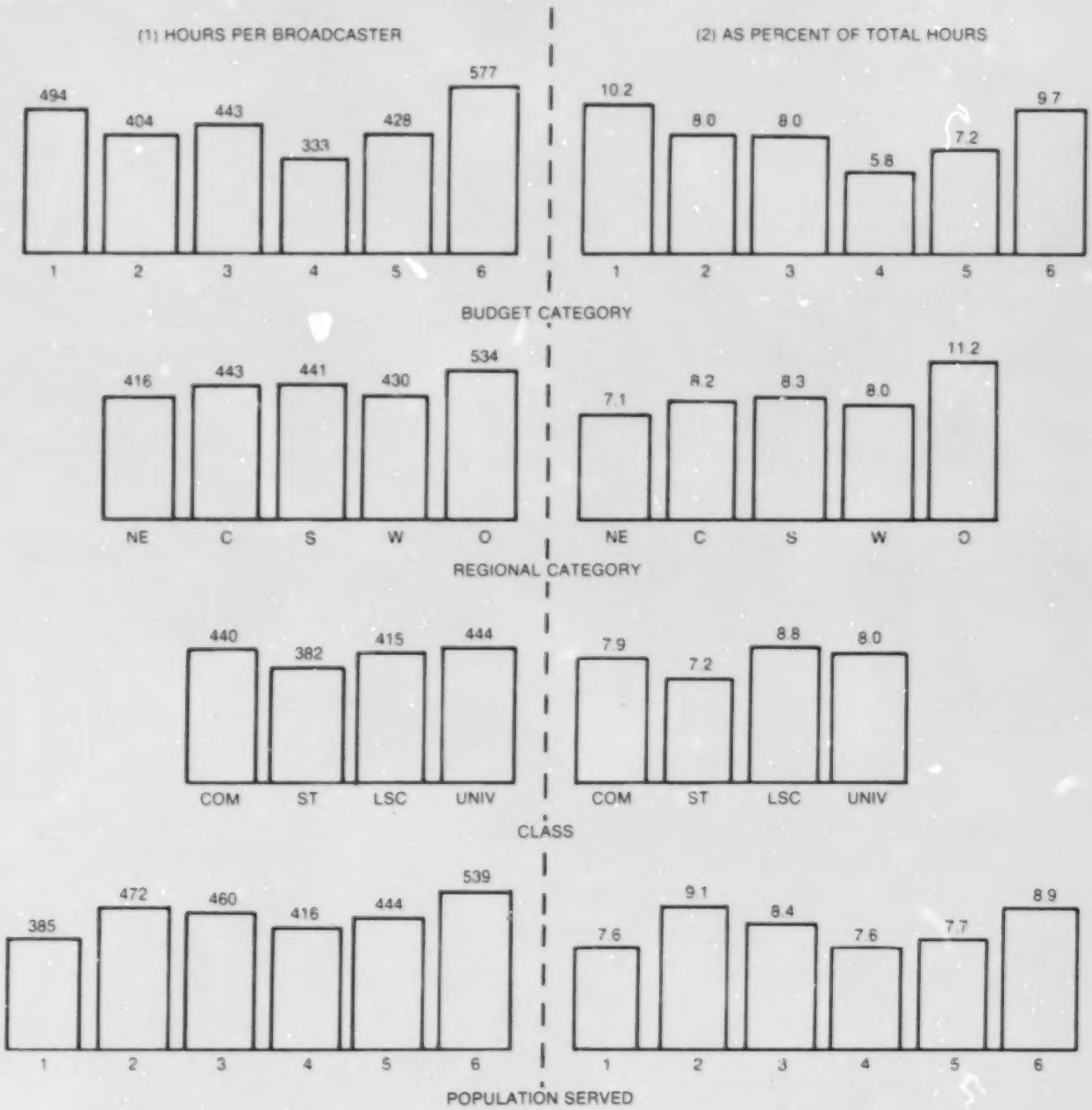
Several national series comprised a major portion of the total amount of target audience material. Of 79.6 hours of material intended for Hispanic audiences, *Villa Alegre* comprised 52.1 (66.4 percent of all Hispanic material). *Tony Brown's Journal* accounted for 11 hours of a total of 66.7 hours intended for black viewers. The captioned delay of *ABC Captioned News* made up 77.5 hours of the 84.6 hours per broadcaster intended for the hearing impaired. *Over Easy* accounted for 134 hours of the 139.2 hours per broadcaster intended for elderly persons, and just under one third (31.0 percent) of all the target-audience material aired in FY 1982. (See Figure VI.2.)

PBS distributed 85.2 percent of the target or special audience hours transmitted in FY 1982 (virtually the same as 1980). Material from the broadcasters' own facilities accounted for five percent of all target audience hours.

Special and target audience programs were concentrated in a few program types. Starting with the highest frequency: Information/Skills represented 34 percent of all target audience hours (the influence of *Over Easy*), News/Public Affairs constituted 17.2 percent (the influence of *ABC Captioned News*), General Children's programs constituted 10.4 percent (*Villa Alegre*), while the broad category of Cultural material added 31.7 percent of all target audience material.

As Table VI.1 indicates, special and target audience programs were most heavily concentrated between after school hours and prime time, when *Over Easy* was commonly scheduled. The highest percentage of targeted programming, however, was scheduled during the segment after prime time where it accounted for 16.9 percent of all late night hours (*ABC Captioned News* is often broadcast at that time). Target and special programming accounted for 6.4 percent of all local material.

Figure VI.1
Special and Target Audience Program Hours by Broadcaster Category



BUDGET CATEGORY
1 = UNDER $800,000
2 = $800,000–$1,699,999
3 = $1,700,000–$2,599,999
4 = $2,600,000–$3,499,999
5 = $3,500,000–$8,999,999
6 = $9,000,000 AND OVER

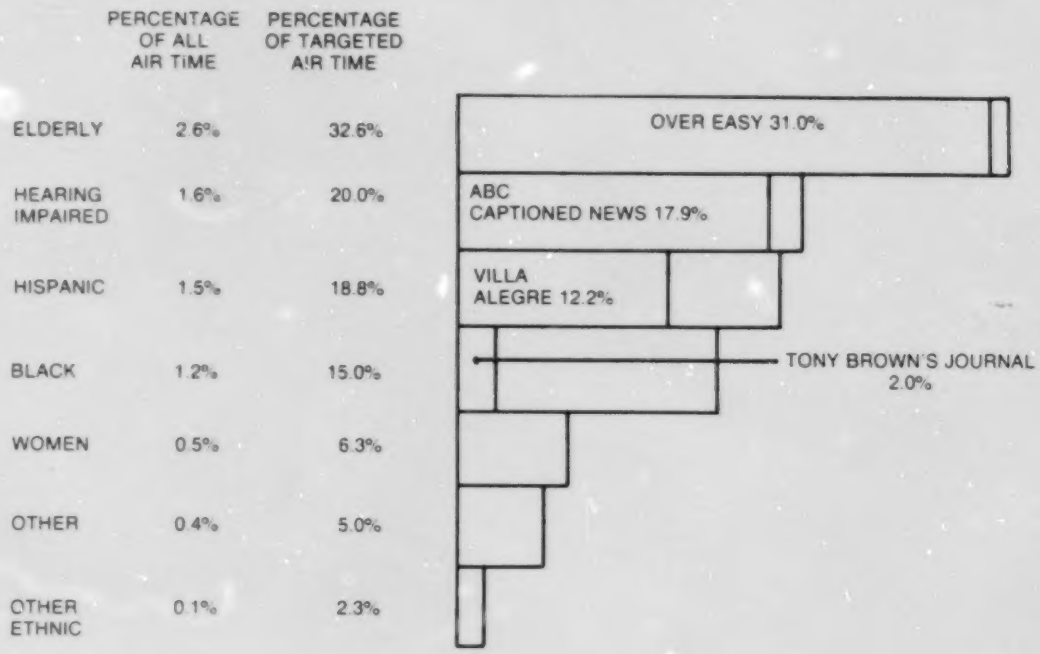
REGIONAL CATEGORY
NE = NORTHEAST
C = CENTRAL
S = SOUTH
W = WEST
O = OUTLYING

CLASS
COM = COMMUNITY
ST = STATE
LSC = LOCAL SCHOOL
UNIV = UNIVERSITY

POPULATION SERVED
1 = UNDER 150,000
2 = 150,000–349,999
3 = 350,000–599,999
4 = 600,000–999,999
5 = 1,000,000–2,000,000
6 = OVER 2,000,000

Source: Research and Programming Services

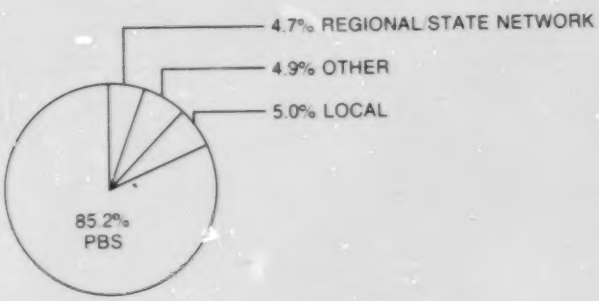
Figure VI.2
Percentage of Special or Targeted Air Time by Audience Including Specific National Programs



TARGETED PROGRAMMING COMPRISED 7.9% OF ALL AIR TIME.

Source: Research and Programming Services

Figure VI.3
Percentage of Special and Target Audience Hours by Distrbution



Source: Research and Programming Services

TABLE VI.1

Special and Target Audience Hours and Programs per Broadcaster Within Different Programming Blocs

Bloc	Hours		Programs	
	Annual Average	Percent of Total	Annual Average	Percent of Total
All Programming	432.4	8.0%	842.9	9.2%
General & News	430.5	11.0	840.5	14.1
Between School & Prime Time	134.9	13.3	270.5	15.3
Late	79.6	16.9	154.6	22.7
Local Programming	21.3	6.4	45.1	7.4

Source: Research and Programming Services

Chapter VII

Local Programming

It has already been mentioned that programs produced at a station weren't always distributed by that station. Producing stations properly labeled national programs as produced by their facilities and distributed by PBS. By contrast, members of a consortium may indicate that distribution of a program they produced is "from our facilities." In order to identify strictly local programming, the computer selected programs that were produced at the broadcasters' facilities and also distributed from local facilities. The results showed an annual average of 331.8 hours of strictly local programming—6.1 percent of all air time. This covered 611.7 programs per broadcaster—6.7 percent of all programs. The length of the average local program was 32.5 minutes. Figure VII.1 indicates the decline recorded since 1974 in the amount of local material aired by public broadcasters, which may have reached bottom in the last two years.

In the case of local programming, patterns by broadcaster category of annual average hours were the same as patterns of percentages. (See Figure VII.2.) Broadcasters in the highest budget category aired more than twice as much local material as broadcasters in the lowest budget category. Local programming ranged from 5.4 percent in the second lowest budget category to 10.5 percent of all air time for broadcasters with the highest budgets.

By region of the county, Outlying broadcasters were the leaders, with 17.1 percent of all their material locally produced and distributed. In other regions, Southern broadcasters offered the most local programming, followed by broadcasters in the Northeastern states. Table III.8 presents average annual hours of local ITV programming by region. This allows the following computation:

The pattern for local non-ITV (i.e., "General & News") programming is less pronounced than the ITV pattern. Outlying, Western, and Southern broadcasters aired more local general programming, and they had an even greater gap versus the other regions in percentage of ITV that was local.

An examination of the same phenomena by class indicates:

State systems aired the most local programming and had much more local material in the General & News/Public Affairs category. The local school board broadcasters had less General & News than university and community broadcasters, but more than four times as much local ITV air time.

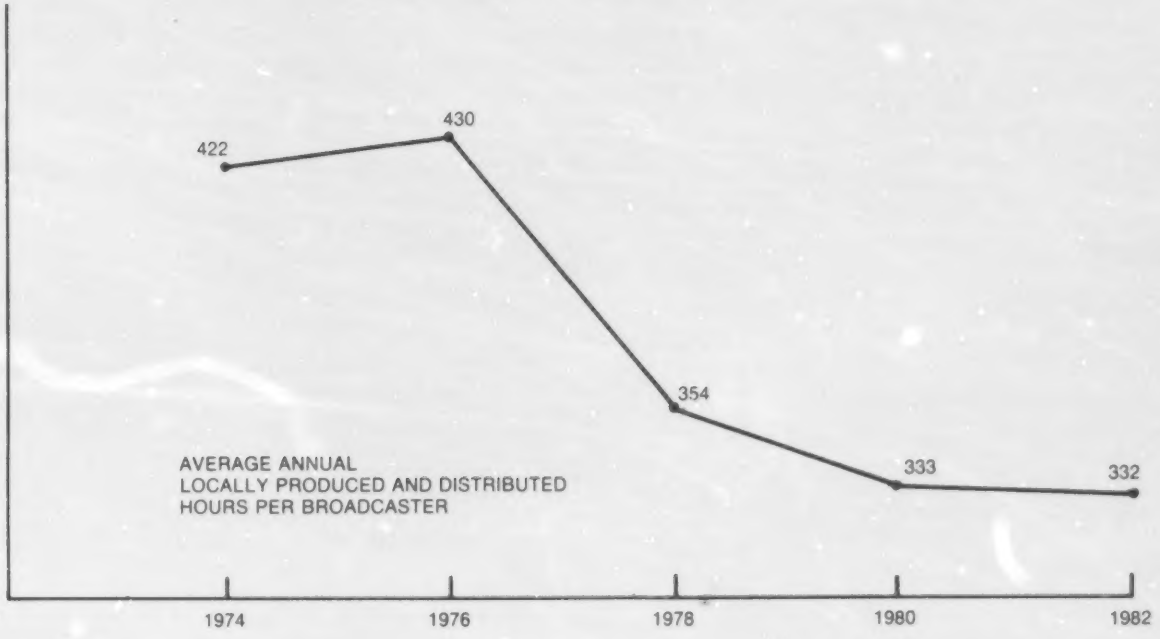
Trends were less evident for ITV, general and total local programming in population categories. Annual averages and percentages generally increased with some fluctuation from broadcasters serving small communities to broadcasters serving larger communities. It is noteworthy that "overlapped" broadcasters (not shown in Figure VII.2) averaged more hours (643.8) of local programming than any other population category, although more than one third of this (225.2 hours) was ITV and the remaining local general programming was 418.6 hours. Multiple-market broadcasters also aired more locally produced hours (415.2) than broadcasters serving the single-community markets. Their local ITV programming was also fairly high. (See Table III.11.)

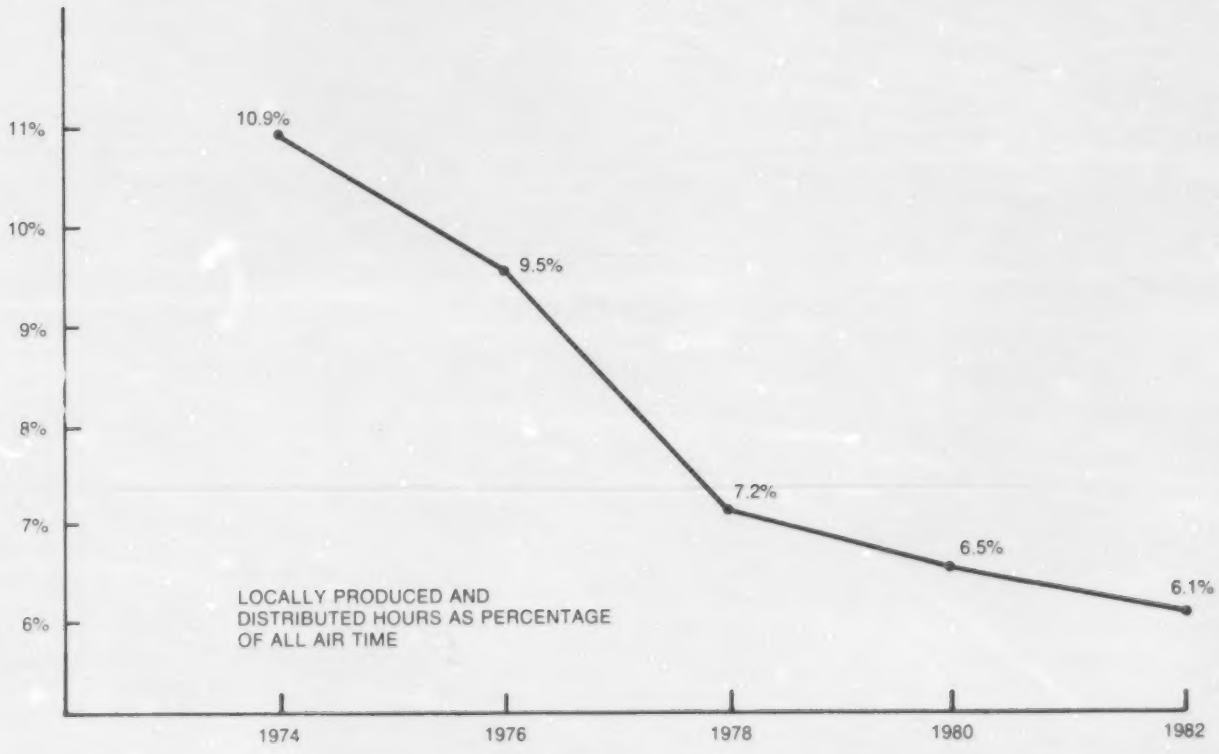
As shown in Table VII.3, 29.6 percent of all local programming hours were News/Public Affairs (97.3 hours); 19 percent (63.2 hours) were ITV, and the remaining 51.6 percent (171.3 hours) consisted of various types of general material.

After News/Public Affairs, General Information (45.8 hours, 13.9 percent) was the next highest individual category. In sum, nearly two thirds of local programming was News/Public Affairs, General Information, and ITV; an additional 7.7 percent was Station Promotion/Auction material. The remaining 126 hours were divided among many program types.

Over half (51.6 percent) of local News/Public Affairs programming covered only the local community; another 24.1 percent was state or regional and 20 percent

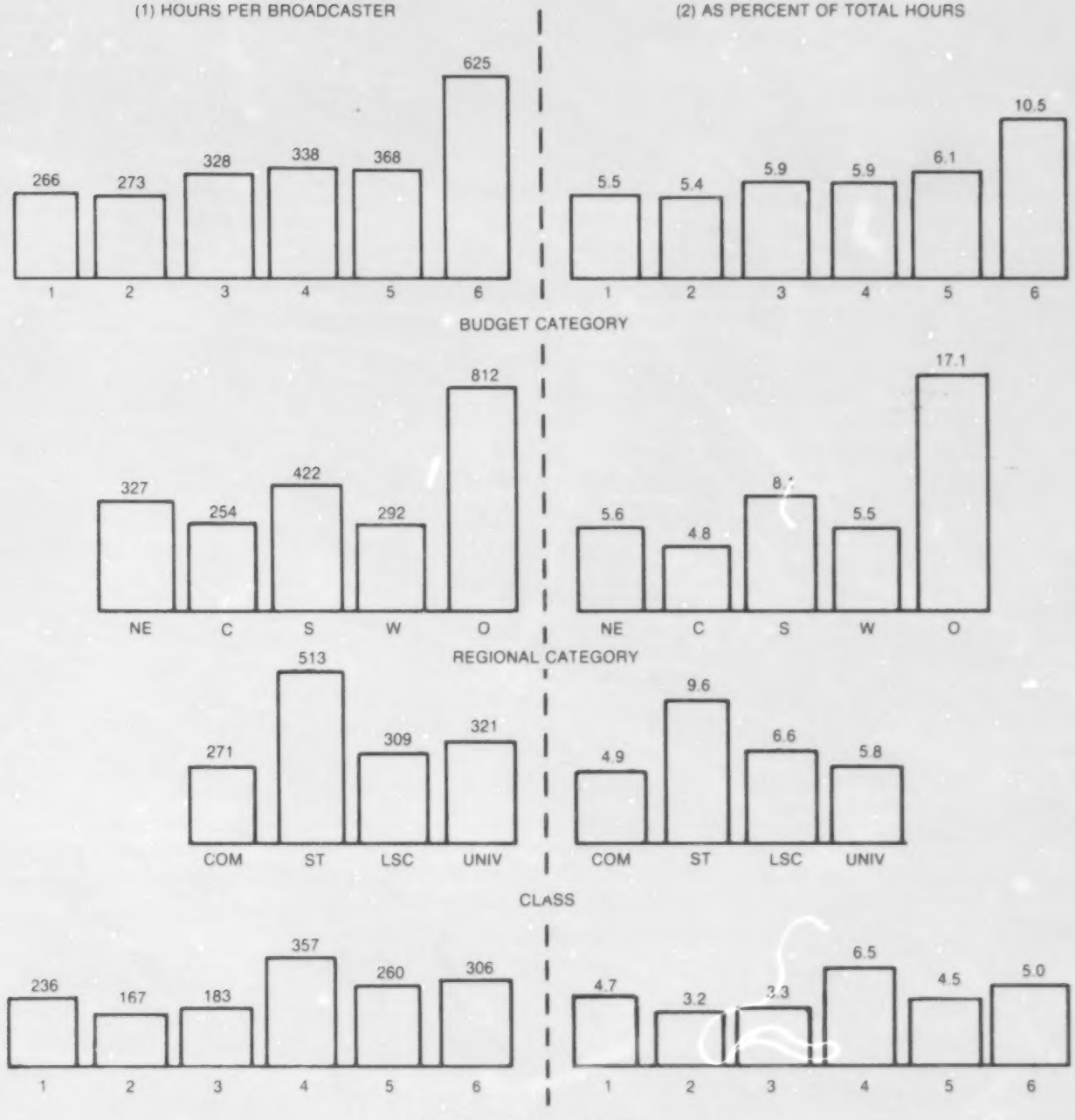
Figure VII.1
Local Programming Hours Since 1974





Source: Research and Programming Services

Figure VII.2
Local Programming Hours by Broadcaster Category



BUDGET CATEGORY
1 = UNDER $800,000
2 = $800,000–$1,699,999
3 = $1,700,000–$2,599,999
4 = $2,600,000–$3,499,999
5 = $3,500,000–$8,999,999
6 = $9,000,000 AND OVER

REGIONAL CATEGORY
NE = NORTHEAST
C = CENTRAL
S = SOUTH
W = WEST
O = OUTLYING

CLASS
COM = COMMUNITY
ST = STATE
LSC = LOCAL SCHOOL
UNIV = UNIVERSITY

POPULATION SERVED
1 = UNDER 150,000
2 = 150,000–349,999
3 = 350,000–599,999
4 = 600,000–999,999
5 = 1,000,000–2,000,000
6 = OVER 2,000,000

Source: Research and Programming Services

71

Figure VII.3
Percentage of Local News/Public Affairs Programming Hours by A) Scope and B) Format

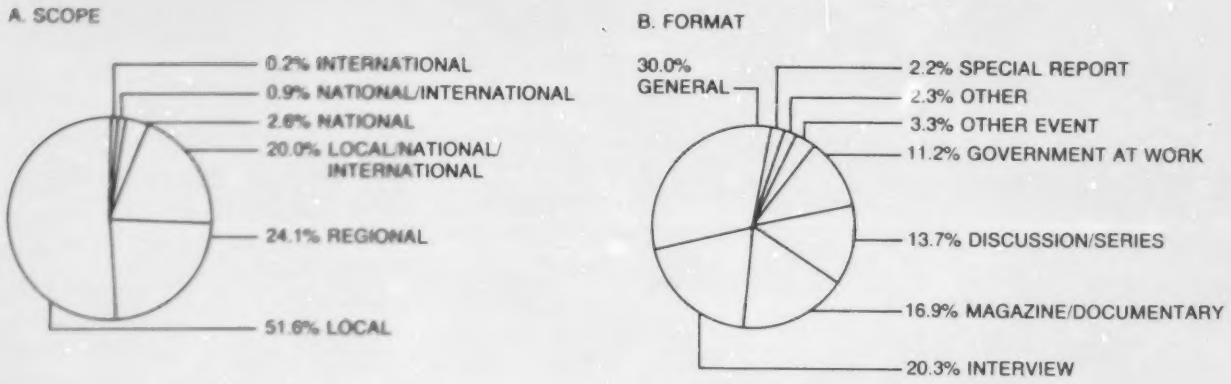
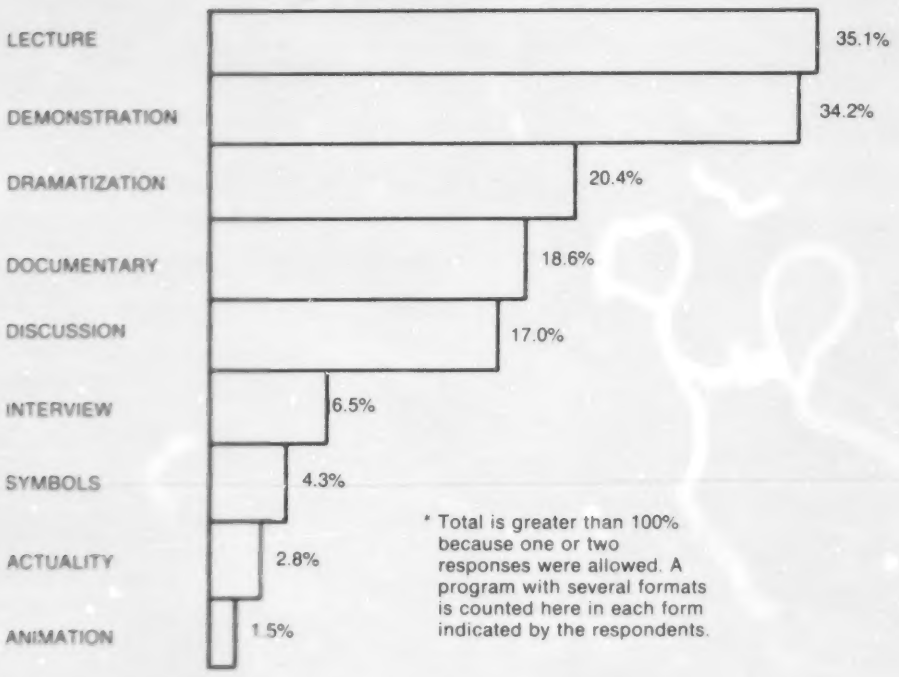


Figure VII.4
Local ITV Programs by Format*



* Total is greater than 100% because one or two responses were allowed. A program with several formats is counted here in each form indicated by the respondents.

Source: Research and Programming Services

covered local, national, and international affairs. The format of local News/Public Affairs programming varied widely. When Part B of Figure VII.3 is compared to part B of Figure V.10, local News/Public Affairs formats versus all News/Public Affairs formats, local News/Public Affairs programming was more often a general news program (30 percent), more often a magazine or documentary (16.9 percent), more often an interview (20.3 percent), more often coverage of a governmental body in session (11.2 percent), and less often a report/discussion/analysis series (13.7 percent) than the profile of all News/Public Affairs programs.

The proportions of local ITV programming by format are displayed in Figure VII.4. When compared with Figure III.4 it reveals differences between local ITV formats and all ITV programming formats. Local formats were more often lecture/monologue (35.1 percent—down from 54.3 percent in 1980), demonstration (34.2 percent), discussion (17 percent), or interview (6.5 percent) than the overall proportions for all ITV. Local formats were less often dramatization (20.4 percent), documentary (18.6 percent), narrated graphic symbols (4.3 percent), or animation (1.5 percent) than the proportions of these formats for all ITV programs.

TABLE VII.1

Local Programming Hours by Region

Region	Local ITV Hours	Percent Local ITV Hours	Local Gen & News	Percent Local Gen & News	Total Local Hours	Percent Local of Total
Northeast	47.1	5.2%	280.3	6.7%	327.4	5.6%
South	118.8	13.7	303.0	8.2	421.8	8.1
Central	36.5	5.3	217.4	5.5	253.9	4.8
West	55.2	7.7	236.3	5.9	291.5	5.5
Outlying	42.7	33.8	769.3	19.5	812.0	17.1

Source: Research and Programming Services

TABLE VII.2

Local Programming Hours by Class

Class	Local ITV Hours	Percent Local ITV Hours	Local Gen & News	Percent Local Gen & News	Total Local Hours	Percent Local of Total
State System	755.0	14.7%	358.0	9.8%	513.0	9.6%
University	48.5	7.0	272.6	6.6	321.2	5.8
Community	28.8	3.9	241.9	6.0	270.7	4.9
School Board	175.3	17.4	133.3	4.3	308.6	6.6

Source: Research and Programming Services

TABLE VII.3

Average Annual Hours and Percent of Local Programming per Broadcaster by Program Type

Program Type	Hours	Percent
General		
News/Public Affairs	97.3	29.6%
History/Biography	2.5	0.8
General Information	45.8	13.9
Science	2.4	0.7
Skills	15.3	4.7
Children's	5.8	1.6
Culture/Art/Reviews	8.1	2.5
Music/Dance/Performance	16.0	4.9
Drama	2.2	0.7
Film	1.9	0.6
Comedy	0.6	0.2
Variety	3.4	1.0
Sports	22.2	6.8
Station Promotion/Auction	25.4	7.7
Other	15.8	4.8
ITV		
Basic Education	2.6	0.8%
Reading/Writing	4.5	1.4
Literature/Humanities	4.4	1.3
Foreign Language	1.8	0.5
Math	4.4	1.3
Science	9.1	2.7
Social Science	4.1	1.2
History	5.5	1.7
Music/Art/Theater	8.5	2.6
Home Economics	1.1	0.3
Health/PE/Safety	5.5	1.7
Environment	0.7	0.2
Teacher Training	4.0	1.2
Professional Training	1.8	0.5
Vocational	0.9	0.3
Other	4.3	1.3

Source: Research and Programming Services

Chapter VIII

PBS and Prime Time Programming

PUBLIC BROADCASTING SERVICE

The Public Broadcasting Service distributed 67.1 percent of all broadcast hours in FY 1982, an annual average of 3,637 hours per broadcaster, up from 3,569 hours in FY 1980. Tables II.7 and II.8 give details by broadcaster category. The trend since 1974 indicated in Figure VIII.1 is that the hours of air time distributed to public broadcasters by PBS have continued to increase. The percentage of all PBS-distributed material continued to increase slightly, but the percentage of all PBS-distributed air time has decreased slightly from its peak in 1978.

The survey examined several aspects of PBS programming. Use of PBS material varied by time of year:

The average weekly hours of PBS material remained relatively stable over the entire year, but the higher proportion of hours from PBS in the summer reflected shorter total schedules due to curtailed ITV hours.

To briefly summarize the use of PBS hours by time of day: 9.1 percent was broadcast before school hours, 29.1 percent during school hours (and early weekend daytime), 29.3 percent after school hours, 23.9 percent in prime time, and 8.5 percent after prime time. From another perspective, PBS supplied 72.4 percent of all before-school hours, 55.3 percent of all during school (and weekend daytime) hours, 73.7 percent of all after-school hours, 72.2 percent of all prime time hours, and 64.6 percent of all hours after prime time.

Figure VIII.2 shows the production sources of program hours distributed by PBS. PTV stations produced 52 percent of the hours distributed by PBS. Nearly one-fourth (23.5 percent) of all PBS hours were produced by the Children's Television Workshop (CTW). Foreign productions or international coproductions accounted for 11 percent of all hours and independent producers accounted for 9.6 percent (versus 4.9 percent in 1980). The data indicate that stations with smaller budget sizes were more dependent on PBS-distributed material than stations with larger budgets. (See Table II.8.)

Sixteen series distributed by PBS accounted for 37.8 percent of all public television air time and nearly 34 percent of all programs. (This was 57.1 percent of all PBS-distributed hours and 58.5 percent of all PBS-distributed programs.) Table VIII.3 shows order of frequency.

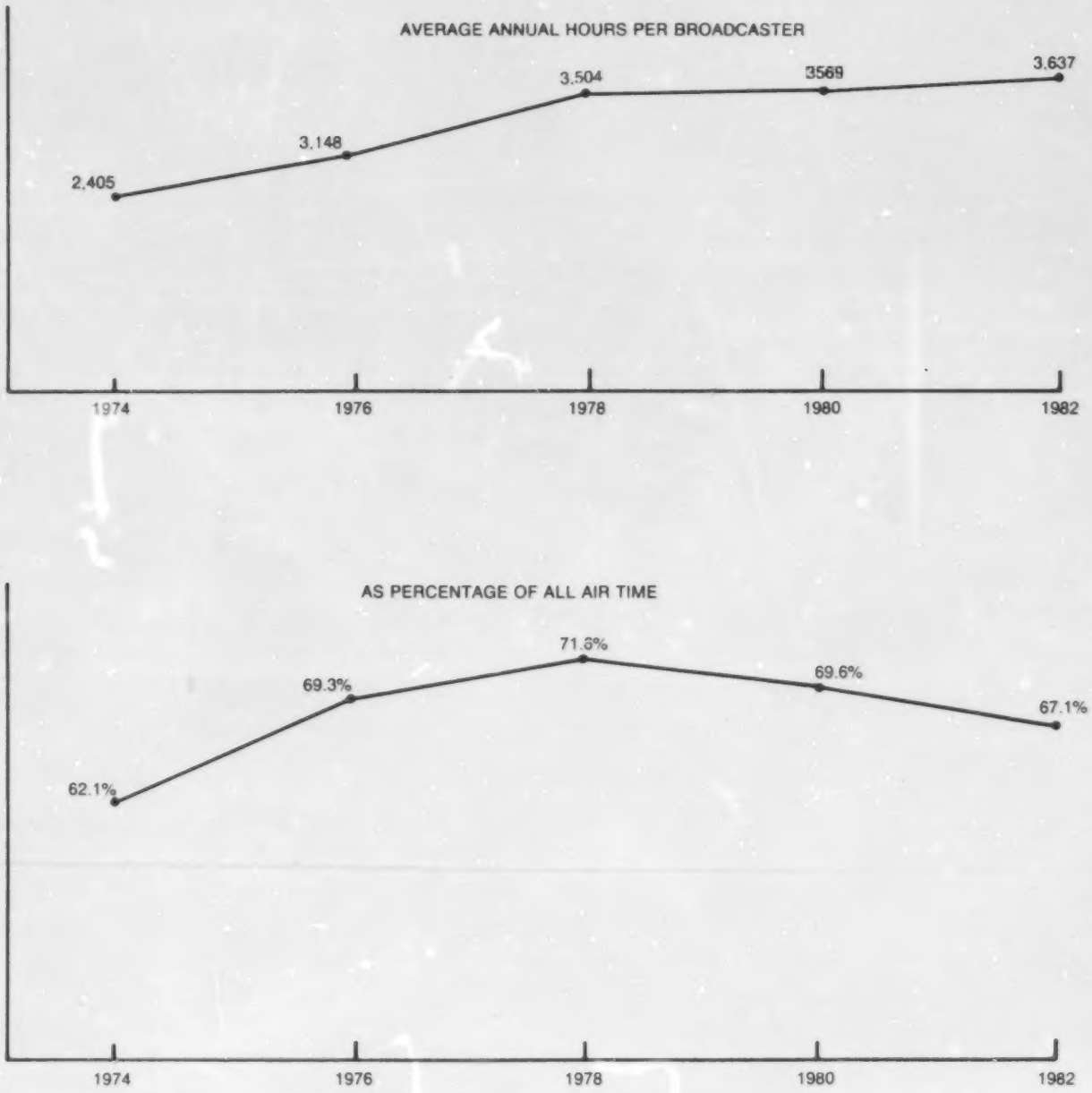
Many of these programs were funded through the Station Program Cooperative (SPC). Based on information from precoded labels, 1,941 hours per broadcaster of programs purchased through the SPC were aired in FY 1982. The SPC purchases, therefore, represented approximately 53.9 percent of the hours distributed by PBS and 35.8 percent of all hours.

Children's programming was a major portion of PBS-distributed material. Table VIII.4 indicates that 30.4 percent of all PBS hours and 29.8 percent of programs were children's programming. No other program types approached the proportions of PBS-distributed material. Columns three and four of Table VIII.4 analyze PBS-distributed material that was broadcast in prime time. (As noted above, this was 23.9 percent of all PBS hours and covered 72.2 percent of all prime time material.) Prime time hours from PBS included 15.2 percent News/Public Affairs (21.9 percent News/Public Affairs programs), 18.2 percent Music/Dance/Performance (12 percent programs), 21.7 percent Drama (17.3 percent programs), 15.4 percent General Information (19.8 percent programs), 14.4 percent Science (11.8 percent programs), and 3.8 percent History/Biography (3.8 percent programs).

Details of other program types are presented in Table VIII.4.

The point is that the distribution of PBS programming differed by time period. In the prime time hours, when the greatest number of American adults watch television, the single most frequent type of programming distributed by PBS was Drama, followed by Music/Dance/Performance, General Information, News/Public Affairs, and, to a lesser degree, Science.

Figure VIII.1
PBS-Distributed Hours Since 1974



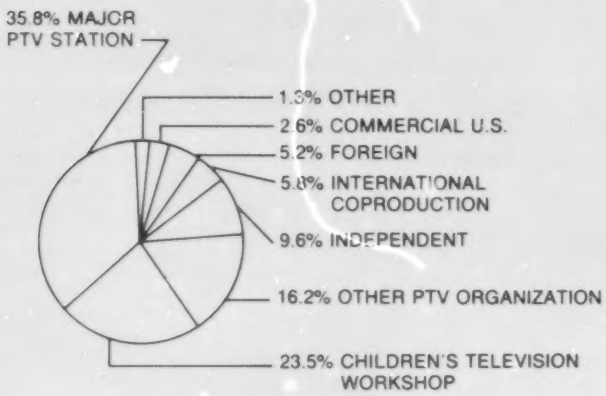
Source: Research and Programming Services

PRIME TIME

Prime time programming comprised an annual average of 1,193 hours and 1,448 programs per broadcaster in FY 1982. These figures represent 22 percent of all hours and 15.8 percent of all programs respectively and are slightly lower proportions of the (longer) broadcast day than the 1980 figures.

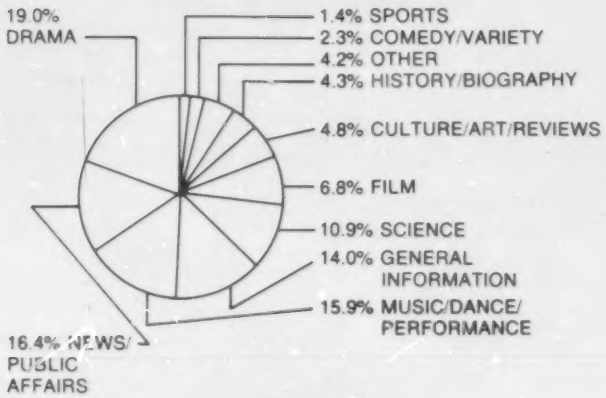
The division of all prime time material by program types is presented in Figure VIII.3 and Table VIII.5.

Figure VIII.2
Percentage of PBS-Distributed Hours by Producer



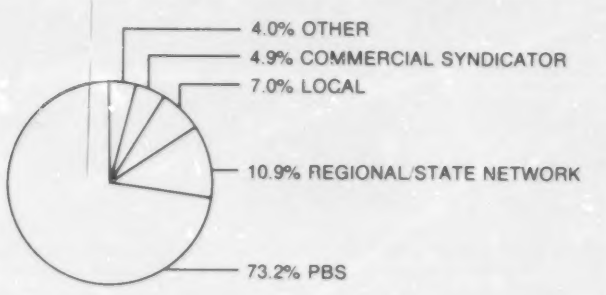
Source: Research and Programming Services

Figure VIII.3
Percentage of Prime Time Hours by Program Type



Source: Research and Programming Services

Figure VIII.4
Percentage of Prime Time Hours by Distribution



Source: Research and Programming Services

(It includes material from both PBS and other sources.) When all prime time material is compared to PBS prime time material, there is a slight increase in the proportion of Public Affairs hours. A slightly higher proportion of all air time was devoted to Sports, Film, and Comedy; and a lower proportion was devoted to Drama, Music, Dance, and General Information.

The difference is clarified by the data in Figure VIII.4. A large number of the non-PBS prime time hours were from regional networks. Because local material tended to be News/Public Affairs rather than Cultural, broadcasters were relatively dependent on PBS for Drama, Music, Dance, and other Cultural fare.

TABLE VIII.1

PBS Material by Time of Year

	Avg. Hrs/Week	Percent of Total Hours
Oct. 1–Jan. 13	74.9	65.3%
Jan. 14–June 17	61.1	65.3
June 18–Sept. 30	65.9	69.2

Source: Research and Programming Services

TABLE VIII.2

PBS-Distributed Hours by Time of Day

	As Percent of Total PBS Hours	As Percent of All Hours in Daypart
Pre–9 a.m. (preschool)	9.1%	72.4%
9 a.m.–3 p.m. (school hours)	29.1	55.3
3 p.m.–prime time	29.3	73.7
Prime time	23.9	72.2
Late night	8.5	64.6

Source: Research and Programming Services

TABLE VIII.3

Selected PBS-Distributed Series as Percentage of All Hours and Programs

Title	All Hours	All Programs
Sesame Street	11.2%	6.7%
The Electric Company	3.5	4.2
Mister Rogers' Neighborhood	3.5	4.1
MacNeil/Lehrer Report	2.6	3.0
Over Easy	2.5	2.9
Dick Cavett	2.3	2.7
Masterpiece Theatre	1.9	1.1
NOVA	1.8	1.2
Matinee at the Bijou	1.5	1.1
Great Performances	1.5	0.6
ABC Captioned News	1.4	1.7
Villa Alegre	0.9	1.2
Firing Line	0.8	0.5
Sneak Previews	0.8	1.0
Wall Street Week	0.8	0.9
Washington Week in Review	0.7	0.9
Total	37.7%	35.8%

Source: Research and Programming Services

TABLE VIII.5

Percentage of Prime Time Hours and Programs by Program Type

Type	Hours	Programs
News/Public Affairs	16.4%	23.4%
History/Biography	4.3	4.1
General Information	14.0	17.7
Science	10.9	9.2
Skills/How-to	1.6	2.5
Children's	0.3	0.3
Culture/Art/Reviews	4.8	6.3
Music/Dance/Performance	15.9	11.3
Drama	19.0	15.5
Film	6.8	3.2
Comedy	2.9	2.8
Variety	0.4	0.4
Sports	1.4	0.9
Station Promotion/Auction	0.7	0.7
ITV	0.4	0.5
Other	1.3	1.3

Source: Research and Programming Services

TABLE VIII.4

Percentage of PBS-Distributed Hours and Programs

	All Programs		Prime Time	
Type	Hours	Programs	Hours	Programs
News/Public Affairs	12.1%	15.1%	15.2%	21.9%
History/Biography	1.8	1.5	3.8	3.8
General Information	15.6	18.9	15.4	19.8
Science	6.2	4.3	14.4	11.8
Skills/How-to	3.5	4.7	1.3	2.2
Children's	30.4	29.8	0.3	0.4
Culture/Art/Reviews	3.0	3.3	5.7	7.7
Music/Dance/Performance	7.7	4.5	18.2	12.0
Drama	9.0	6.5	21.7	17.3
Film	2.9	1.3	2.0	1.0
Comedy	0.3	0.3	0.3	0.5
Variety	0.3	0.2	0.4	0.3
Sports	1.1	0.6	0.2	0.2
Station Promotion/Auction	0.1	0.1	0.1	0.1
ITV	5.2	7.6	0.1	0.2
Other	1.0	1.3	0.9	0.9

Source: Research and Programming Services

Appendix A

Survey Method and Operations

SAMPLE SELECTION

This survey was designed to cover the 1982 CPB fiscal year, which ended on September 30, 1982. The entire survey period was divided into segments. Segments one through seven were each 52 days long and covered the entire fiscal year.

Within segments one through seven, each of 164 broadcasters was randomly assigned to one of the 52 days. Thus, the sample for each broadcaster was spread over the entire fiscal year, and the sample included programming on all of the 364 days in the sample (the sample year excluding October 1, 1981). An additional constraint on the sample was that the seven days selected for each broadcaster had to represent the seven days of the week, although not necessarily in order. Therefore, the total sample for the fiscal year covered an equal number of schedules for each week-day; e.g., there were 164 Wednesdays in the sample, with each broadcaster represented once.

The sample for the fiscal year was generated by computer according to the following rules: (1) The 364 days of the sample year were numbered and divided into seven segments of 52 days. (2) Within the first segment each broadcaster was randomly assigned (by a random number generator) one of the 52 dates. (3) For the second segment of the year, each broadcaster was once again randomly assigned one of the 52 dates; however, the date was replaced by another random selection if it fell on the same day of the week as the first sample date. (4) Broadcaster-by-broadcaster sample selection was repeated in this fashion for the remaining segments of the year. Weekdays that had already been chosen for a given broadcaster were changed; but the sample was otherwise random within each segment of the year.

In sum, the sample for fiscal year 1982 had the following characteristics:

- Each day of the sample year was represented and each had an equal probability of being chosen.
- The sample of each broadcaster was spread over the seven segments of the whole year.
- Each broadcaster was sampled once for each day of the week.
- There was an equal number of samples dates for each day of the week, one for each broadcaster.

RESPONSE RATE

The sampling universe for the fiscal year included seven dates for each of 164 broadcasters or 1,148 broadcaster-days. The results reported in the main body of this publication include data from 907 broadcaster-days. Thus the response rate was 79.01% of the broadcaster-days in the sample.

ESTIMATES OF ANNUAL AVERAGE

The seven sample days assigned to a broadcaster represented 7/364ths of the annual schedule. To estimate annual average per broadcaster, occurrences in the sample were multiplied by 364/7 after correction for non-responses. (The survey response rate was 79.01%). To illustrate this, note that the fiscal year sample included 22,772 programs, representing 907 broadcaster-days of the 1,148 possible in the sample. By computation, this results in an estimate of 9,164 programs per broadcaster in Fiscal Year 1982. Estimates of variance and standard error of percentage estimates were computed according to procedures described in Appendix C. The table presented there gives the standard error for various percentages within the sample.

SURVEY OPERATIONS

The 1982 survey was based mainly on the four previous surveys which covered the 1974 and 1976 calendar years, and the 1978 and 1980 fiscal years. Prior to the

inception of the 1974 survey, the items to be used were carefully determined through consultation with interested parties, and a thorough pretest of the techniques was conducted. Details were given in "Supporting Statement: Corporation for Public Broadcasting/USOE National Center for Education Statistics' Programming Survey" submitted to the U.S. Office of Management and Budget, and approved in the latter part of 1975. These items were revised for the 1976 and 1978 surveys.

The original list of broadcasters was made from CPB records of qualified public television licensees and their broadcasting configurations.

Envelopes were addressed to program managers with labels printed directly from the CPB computerized file and contained a survey code sheet, two response sheets, an instruction sheet, cover letter and a business-sized return envelope. Computer-printed gummed labels were prepared and affixed to the response sheets to indicate the name of the broadcaster, the reporting day and date, and the code number for the broadcaster and the sample dates (licensees with secondary schedules—given in Appendix D—were sent response sheets for their secondary schedules in the same packet). Such packets were prepared for each broadcaster-day in the survey.

The packets were sorted into chronological order by date to be surveyed, placed into groups representing each week in the survey period, and left unsealed.

In addition, names and titles of persons responsible for ITV schedules for each of the broadcasters were obtained from PBS records. For each date on which school might have been in session (weekdays excluding summer and national holidays), a cover letter discussing the importance of complete information about the ITV schedule was prepared. Each of these letters contained the actual date for which the broadcaster would be surveyed. These envelopes were sorted by broadcaster and dated, stamped, and sealed.

At approximately one-month intervals, advance schedules for the PBS program feed were obtained and precoded on gummed labels. Also precoded were frequently used syndicated and EEN programs. At the beginning of the survey one sheet of gummed labels with ITV programs was also precoded.

The labels eliminated the need for respondents to apply codes to all but three variables (air time, method of transmission, and repeats). They were used for approximately 10,247 (45 percent) of the 22,772 programs reported in the survey.

At approximately 10-day intervals, sheets of precoded programs and cover letters were inserted into packets, which were then sealed and stamped and mailed at least one week before the first sample date in the group. Separate ITV cover letters for applicable broadcasters were also sent.

A master schedule of survey dates and broadcasters had been prepared. As responses arrived, they were tallied against this schedule. If no responses were received within five weeks, a follow-up packet was sent. (The response rate to the first mailing was approximately 70 percent.) The follow-up packet contained all the survey materials plus a special follow-up cover letter (see Appendix B). The single follow-up raised the response rate to approximately 75 percent. Following another five-week period, the assistant project director sent out a personalized second follow-up letter. After another few weeks, if broadcasters had not responded, returned earlier surveys late or sent a letter of comment about the survey, they were telephoned.

In the first week of January 1982, all broadcasters who had not returned one or more survey forms were again telephoned. Most agreed to return the forms as soon as possible; a few said the survey was too great a burden. They were asked to send copies of their logs for the appropriate dates.

When returns from a given segment were complete, they were manually edited. Precoded program identification numbers were added where gummed labels had not been used. Illogical coding was checked, and illegal codes were corrected, so the forms could be used directly by keypunchers.

Data were keypunched and verified by a commercial service. They were then processed through a computer editing routine that searched for logical errors (e.g., a program that seemed to be a feature film was also coded as a news interview). With over 22,500 cases to be processed, the editing routine identified relatively few problems; and almost all were clerical errors—typically keypunch column shifts. It proved especially important to correct these column shifts because they might indicate 600 minutes of material of the wrong type instead of 60 minutes of the appropriate program types.

The edited data set was processed by way of standard analyses available in the Statistical Package for the Social Sciences (SPSS). A major file of all programs and subfiles for ITV, News/Public Affairs, *Sesame Street* and *The Electric Company*, and general programs were created. The subfiles allowed processing of subsets of data without requiring a search through more than 22,500 cases. Analyses used the *frequencies* and *crosstabs* routines of the SPSS package.

There was a low percentage of missing data (less than 5 percent of any given variable). It was assumed that missing data were distributed in proportion to the re-

sponses given. Annual average hours and programs were calculated as described in Chapter I. (There were no missing data regarding total annual averages for any broadcaster category or period of the year.) In cases of cross-tabulation, missing data increased as a function of the two or three variables used. It was assumed that univariate proportions were proper, and totals were adjusted to match marginal values determined by a frequency count of each variable.

The survey covered four variables about broadcasters, three variables about the data (school-in-session, day of week, and time of year), and 14 variables about programs. All possible combinations of two or more variables would have required an encyclopedic compendium of data.

Project directors exercised editorial judgment on the basis of discussions with CPB staff and more extensive analyses of data requirements done for earlier surveys. They chose variables and relationships to be studied and called for additional computer analyses when the data indicated new areas for further study. In the end the basic analyses specified by the project proposal were made, and many additional analyses were used.

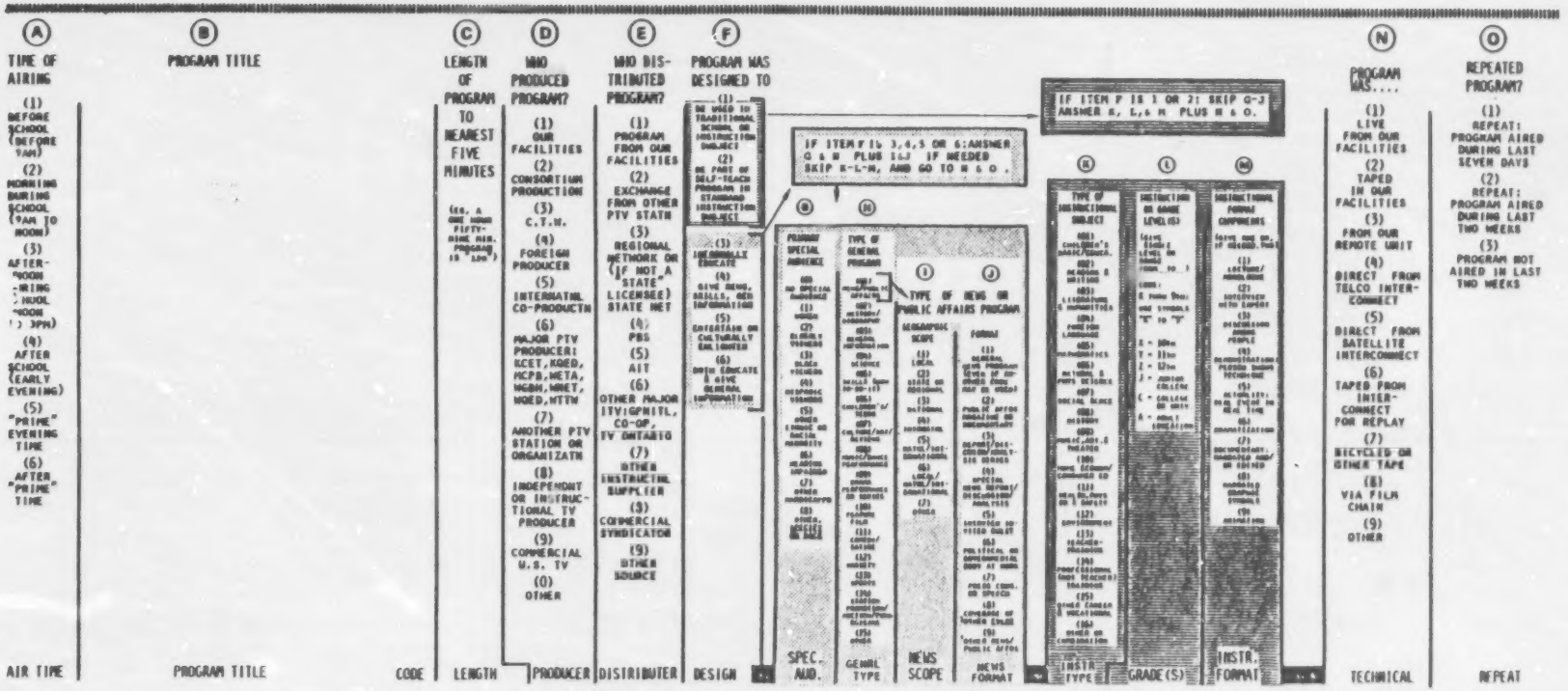
Appendix B

Survey Instruments and Cover Letters

Program Survey Code Sheet

Instructions

1. READ ALL INSTRUCTIONS AND CODES ON THIS CODE SHEET. BECOME FAMILIAR WITH THEM. AN ADDITIONAL SHEET OF SPECIFIC DEFINITIONS IS ENCLOSED TO CLARIFY HEADINGS.
2. FILL IN THE TOP OF THE FIRM ANSWER SHEET. IT SHOULD ALREADY INDICATE YOUR STATION OR NETWORK AND THE DAY AND DATE FOR WHICH YOU SHOULD LIST PROGRAMS.
   a. INDICATE WHETHER LOCAL SCHOOLS WERE IN SESSION ON THIS DAY.
   b. FILL IN YOUR NAME AND THE NAME OF THE INSTRUCTIONAL TELEVISION PERSON CONTACTED FOR INFORMATION ABOUT THIS TYV PORTION OF YOUR SCHEDULE.
   c. IF YOU DID NOT BROADCAST ANYTHING ON THIS DATE, WRITE "NO BROADCASTS" ACROSS THE ANSWER SHEET AND MAIL IT BACK TO US. YOU ARE DONE.
3. PLACE THIS CODE SHEET OVER THE FIRM ANSWER SHEET SO THAT THE COLUMNS ON THE TWO SHEETS OVERLAP. THE CODE SHEET WILL HELP FILL OUT THE ANSWER SHEET.
4. IN COLUMN (B) LIST ALL PROGRAMS OF FIVE MINUTES OR LONGER WHICH YOU BROADCAST ON THE SPECIFIED DAY. PLEASE NOTE THAT MANY COMMONLY USED PROGRAMS HAVE BEEN PRECODED ON SHADED STRIPS. USE THESE STRIPS WHENEVER POSSIBLE.
   a. PROGRAMS DISTRIBUTED BY PSO AND REGIONAL NETWORKS ARE POINTED ON PRECODED SHADED STRIPS. FOR EACH OF THESE IN YOUR SCHEDULE, SIMPLY APPLY THE PRECODED STRIPS ACROSS COLUMNS (B) THROUGH (O).
   b. REMOVE NON-INSTRUCTIONAL PROGRAMS FROM THE PRE-CODED FILED AND WRITE THEIR TITLES IN COLUMN (B). THESE STRIPS LINE UP WITH THE LAST PAGE OF (O) BECAUSE COLUMNS (M) - PROGRAM TITLES AND (P) - REMARK COLUMNS, THERE IS NO NEED TO ENTER THEM.
5. ALL TIME HAS BEEN DIVIDED INTO 6 CATEGORIES. PUT THE PROPER CODE (NOT ACTUAL TIME) IN COLUMN (A) FOR EACH PROGRAM.
6. HAVE THIS CODE SHEET HAND THE ANSWER SHEET, AND CLASSIFY THE PROGRAMS THAT WE USE.
   a. FOR EACH PRECODED PROGRAM ALL TIME--A, Technical--D, AND Repeat--O HAVE BE FILLED IN. BROADCAST Producer--O WILL HAVE TO BE CHANGED IF YOU TOOK PART IN THE PRODUCTION (SEE DEFINITION SHEET) OR CIRCLED BLANKS MUST BE FILLED IN FOR ITEMS THAT COULD NOT BE PRECODED.
   b. IF THE PROGRAM IS NOT PRECODED:
      1. PICK THE CORRECT NUMERIC CODE FOR All Time--A, Length--C, Producer--D, Distributor--E, AND Design--F.
      11. DEPENDING ON THE Design--F RESPONSE, PICK CODES FOR SUBJECT (Special Audience--G, General Type--H, PLUS (IF INSTRUCTIONAL Scope--I AND Form Format--L OR Instruction Type--K, Grade--L, AND Instruction Format--M. LEAVE BLANKS WHERE NO CODE IS NEEDED.
      111. FINISH COMPLETE Technical--O AND Repeat--O.
7. RETURN THE COMPLETED ANSWER SHEET(S) IN THE ENCLOSED ENVELOPE.


A
TIME OF AIRING
(1) BEFORE SCHOOL (BEFORE 9AM)
(2) MORNING DURING SCHOOL (9AM TO NOON)
(3) AFTER-NOON DURING SCHOOL (NOON TO 3PM)
(4) AFTER SCHOOL (EARLY EVENING)
(5) "PRIME" EVENING TIME
(6) AFTER "PRIME" TIME
AIR TIME
B
PROGRAM TITLE
PROGRAM TITLE
CODE
C
LENGTH OF PROGRAM TO NEAREST FIVE MINUTES
LENGTH
D
WHO PRODUCED PROGRAM?
(1) OUR FACILITIES
(2) CONSORTIUM PRODUCTION
(3) C.T.W.
(4) FOREIGN PRODUCER
(5) INTERNATNL CO-PRODUCTN
(6) MAJOR PTV PRODUCER: KCET, KQED, MCPB, WETA, WGBH, WNET, WQED, WTTW
(7) ANOTHER PTV STATION OR ORGANIZATN
(8) INDEPENDNT OR INSTRUCTIONAL TV PRODUCER
(9) COMMERCIAL U.S. TV
(0) OTHER
PRODUCER
E
WHO DISTRIBUTED PROGRAM?
(1) PROGRAM FROM OUR FACILITIES
(2) EXCHANGE FROM OTHER PTV STATN
(3) REGIONAL NETWORK OR (IF NOT A "STATE" LICENSEE) STATE NET
(4) PBS
(5) AIT
(6) OTHER MAJOR ITV: GPN/TL, CO-OP, TV ONTARIO
(7) OTHER INSTRUCTNL SUPPLIER
(8) COMMERCIAL SYNDICATOR
(9) OTHER SOURCE
DISTRIBUTER
F
PROGRAM WAS DESIGNED TO
(1) BE USED IN TRADITIONAL SCHOOL OR INSTRUCTION SUBJECT
(2) BE PART OF SELF-TEACH PROGRAM IN STANDARD INSTRUCTION SUBJECT
(3) INFORMALLY EDUCATE
(4) GIVE NEWS, RESULTS, GEN INFORMATION
(5) ENTERTAIN OR CULTURALLY ENLIGHTEN
(6) BOTH EDUCATE & GIVE GENERAL INFORMATION
DESIGN
IF ITEM F IS 3, 4, 5 OR 6: ANSWER G & H PLUS I & J IF NEEDED SKIP K-L-M, AND GO TO N & O.
IF ITEM F IS 1 OR 2: SKIP G-J ANSWER K, L, & M PLUS N & O.
G
PRIMARY SPECIAL AUDIENCE
SPEC. AUD.
H
TYPE OF GENERAL PROGRAM
GENRL TYPE
I
TYPE OF NEWS OR PUBLIC AFFAIRS PROGRAM
GEOGRAPHIC SCOPE
NEWS SCOPE
J
FORMAT
NEWS FORMAT
K
TYPE OF INSTRUCTIONAL SUBJECT
INSTR TYPE
L
INSTRUCTION BY GRADE LEVEL(S)
GRADE(S)
M
INSTRUCTIONAL FORMAT COMPONENTS
INSTR. FORMAT
N
PROGRAM WAS....
(1) LIVE FROM OUR FACILITIES
(2) TAPED IN OUR FACILITIES
(3) FROM OUR REMOTE UNIT
(4) DIRECT FROM TELCO INTER-CONNECT
(5) DIRECT FROM SATELLITE INTERCONNECT
(6) TAPED FROM INTER-CONNECT FOR REPLAY
(7) RECYCLED OR OTHER TAPE
(8) VIA FILM CHAIN
(9) OTHER
TECHNICAL
O
REPEATED PROGRAM?
(1) REPEAT: PROGRAM AIRED DURING LAST SEVEN DAYS
(2) REPEAT: PROGRAM AIRED DURING LAST TWO WEEKS
(3) PROGRAM NOT AIRED IN LAST TWO WEEKS
REPEAT

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Program Survey
Answer Sheet

BROADCASTER _____ c1-3

DAY/DATE _____ c4-5

YOUR NAME _____

ITV CONTACT PERSON _____

WERE LOCAL SCHOOLS IN SESSION TODAY? 1=yes 2=no ___ c6

IF ITEM F IS 3,4,5 OR 6 ANSWER G & H PLUS I-J IF NEEDED SKIP K-L-M, AND GO TO N & O.

IF ITEM F IS 1 OR 2 SKIP G-J ANSWER K, L, & M PLUS N & O.

(A) AIR TIME	(B) PROGRAM TITLE	CODE	(C) LENGTH	(D) PRODUCER	(E) DISTRIBUTER	(F) DESIGN	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N) TECHNICAL	(O) REPEAT
												TO			
												TO			
												TO			
												TO			
												TO			
												TO			
												TO			
												TO			
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												TO			
												TO			
c7		c8-11	c12-14	c15	c16	c17	c18	c19-20	c21	c22	c23-24	c25-26	c27-28	c29	c30

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Definitions

(A) Air Time

i. Please use the six code categories and do not give actual air time by the clock.

ii. School hours and prime time hours vary in different communities. Consider the beginning and end of the day according to the most frequent schedule for schools in your area. Adopt the standard commercial TV definition of prime time in your area.

iii. When school is not in session (weekend, holiday or vacation) use 9AM, noon, and 3PM to distinguish among categories.

iv. Give only the code for the time period in which the program began.

(B) Program Title

The precoded strips include a special number for computer input. When you do not use the strips, you can just write in a title and ignore the code. But if you notice a code for a program you are putting in by hand (eg. a third run of "Sesame St.") you can help us by writing in the code, although you do not have to.

(C) Length

i. Round off program length to nearest five minutes.

ii. Use the program length in minutes. A two hour program would be | 120 |.

(D) Producer

i. If the program is on a gummed strip and you produced it, change the (6) or (7) on the strip to (1).

ii. If the program is part of a series produced by a consortium, use (2) even if the individual program was produced by your station or a single entity.

iii. Consortium production can describe both multiple sponsorship for a single production team and several producers for a single program.

iv. If the program was an INTERNATIONAL CO-PRODUCTION, use (5) if your station participated.

(E) Distributer

i. The response to this item should refer to the organization that placed the program in distribution, not the producer or last link in a supply chain. A program made by WXXX, distributed by PBS and received by regional interconnection lines would be (4) "PBS" on this item.

ii. Category (3) refers to regional or state distrubution networks; but it does not apply to state network licensees. Thus, programs distributed in South Carolina by the S.C. ETV Authority would be (1) "from our facilities"; while programs that an Ohio station receives from the network in that state would be (3) "regional or state network".

(F) Program Design

The key to this item is the distinction between two categories (1 and 2) that cover what has been called ITV and require answers to K, L, and M and the four categories that require answers to G, H, I, and J.

(1) Programs broadcast primarily for use in schools.

(2) Programs broadcast as part of a formal educational program providing material to specified people who are studying something. Examples: teacher training programs or medical training for nurses.

(3) Informal educational programs (eg. "Sesame St.") include all those providing instruction outside of a traditional, formal curriculum.

(6) Programs that have explicit educational goals in addition to information or cultural content.

(G) Special Audience (Answer only if (F) is 3,4,5, or 6)

i. Obviously multi-coding is possible. There could be a program for Hispanic women. We find that there are very few of these problems. Pick the primary special group and give only one. Use your judgement -- who was the program for?

ii. Everybody can watch everything that is broadcast; but if the content was mainly intended for a special group use the code.

iii. All special groups are encouraged and welcome to watch all PTV programs; but if the program was not specifically aimed at a special group, the code should be (0), "no special audience".

iv. If you use category 8, please also write the program title and target audience on back of answer sheet.

(H) General Type (Answer only if (F) is 3,4,5, or 6)

Pick the best category and use the two digit code.

(I) News Scope (Answer only if (H) is 01 "news/PA")

(J) News Format (Answer only if (H) is 01 "news/PA")

i. If a general news program has a magazine, interview or other components, continue to use (1) "general news program" and not other categories.

ii. Try to find an appropriate category; but if nothing seems to be right use (9) "other news/PA".

(K) Instruction Type (Answer only if (F) is 1 or 2)

i. "Children's basic education" (01) refers to general elementary school content that does not fall into a single topic area or includes more than one topic.

ii. Try to find an appropriate category; but if none are right or the content is equally divided between two or more categories, use (16) "other or combination".

(L) Grade Level (Answer only if (F) is 1 or 2)

i. Two blanks separated by the word "TO" are provided.

ii. If the program is intended for two or more grades, fill in the blanks with the lowest grade in the left blank and the highest grade in the right blank; e.g., | 2 TO 4 |.

iii. If the program is intended for a single grade only, use the right-most blank: e.g., | TO 5 |

iv. Be sure to contact the person responsible for the ITV portion of your schedule. Accurate information about grade levels is essential: guesses of "K TO 9" are detrimental to the survey results.

v. Remember, for keypunching efficiency 10th, 11th, and 12th grades are coded (X), (Y), and (Z). Thus a program for ninth and tenth grades would be | 9 TO X |.

(M) Instruction Format (Answer only if (F) is 1 or 2)

Pick the best or best two categories for the two columns provided. If more than two apply, use the two that accounted for most of the program. The categories:

(1) A teacher teaching, maybe with blackboard or props.

(2) Interviewer gets response from guest who knows the subject or is the subject of the program.

(3) Two or more people discuss, interact, teach. May include a "student" asking questions, etc.

(4) Instead of only verbal description, a task is shown. Eg, chemistry experiment, auto repair method.

(5) Actual event recorded or transmitted live. Emphasis on the event. Eg. government hearing, concert.

(6) Dramatization recreates an event or creates fiction using dramatic or cinematic techniques.

(7) Documentary relies on audiovisual media to concisely present ideas. (Contrasted with lecture--talking head format.) Characterized by off-camera narration most of the time and editing for effects.

(8) Narration over graphics is short of animation and less costly. Uses cuts, pans, zooms, etc. to enhance graphic effects.

(9) Animation results from frame-by-frame changes to create the illusion of motion over time.

(N) Technical

Give answer for all programs -- including precoded.

(O) Repeat

Give answer for all programs -- including precoded.

BEST COPY AVAILABLE

SAMPLE PRECODED GUMMED LABELS

Righteous Apples	1099	30	8	4	5		3	11			
Saudia Arabia	1100	60	7	4	4		0	3			
Sneak Previews	1029	30	6	4	4		0	7			
Soccer (German)	1030	60	5	4	5		0	13			
Tony Brown's Journal	1072	30	6	4	4		3	1	5	3	
Up & Coming	1083	30	6	4	5		3	9			
Wall $treet Week	1034	30	6	4	4		0	3			
Washington Week In Review	1035	30	6	4	4		0	1	5	3	

SPECIALS (and One Shots) 5

Ballroom Dancing Championship	1101	90	6	4	5		0	8			
Hillary's Challenge	1102	60	8	4	4		0	4			
Ian McKellan: Shakespeare	1103	90	6	4	5		0	7			
Kennedy Center Tonight	1075		6	4	5		0	8			
Lincoln Center: Billy Wilder	1076	120	6	4	5		0	7			
Made in Taiwan	1104	60	5	4	5		0	12			
Mahler	1105	120	8	4	5		0	10			
National Geographic	1058	60	6	4	4			4			
Shakespeare	1091		5	4	5		0	9			
Soundstage Special	1106	60	6	4	5		0	8			

IPS, REGIONAL NETWORKS, AND SYNDICATED PROGRAMS

Agronsky & Company	1044	30	9	3	4		0	1	5	3	
Dave Allen at Large	1045	30	4	3	5		0	3			
Golden Age of TV	1047	60	8	3	5		0	9			
Ireland: A TV History	1107	60	4	3	4		0	2			
Quilting	1049	30	7	3	4		0	5			
Soccer (ITC-British)	1050	60	4	3	4		0	13			
US Chronicles	1051	30	2	3	2		0	1	3	2	

Corporation for Public Broadcasting

INITIAL COVER LETTER

MEMORANDUM

TO: PTV Program Managers

FR: Howard Myrick, CPB

RE: 1981-1982 Survey of PTV Programming

This is the fifth biennial survey of public television programming. Previous surveys in this series have been very well received. They have been extremely useful to us in testimony before Congress. In addition, they have served as a resource document for obtaining local, state and national funding. This is the kind of survey which gives us a clear picture of the content and role of public television in the United States. A report of the most recent results will be mailed to you soon.

The enclosed materials have been carefully designed to consume a minimum of your time. We have worked closely with PBS and other interested organizations and stations in an attempt to create a useful and uncomplicated survey. CPB is well aware that surveys can impose quite a burden; we hope, however, that a coordinated, efficient information gathering system will help reduce that imposition.

ITV coordinators have been alerted to this survey. They should be able to help with the coding of instructional material that is sometimes unfamiliar to programming departments. Please ask for help if it will improve the accuracy of information about the ITV programs.

In order to fill out the pink answer sheets, you should read the enclosed instructions and definitions carefully. You will then fill out the pink answer sheets with the information about programs broadcast on the indicated date. A pre-addressed return envelope is enclosed.

If you need help, please feel free to call Research and Programming Services collect in San Francisco. The number is (415) 621-5627 (but remember they are on Pacific time).

Thank you for your kind cooperation.

1111 16th Street N.W. Washington D.C. 20036 Tel. (202) 293-6160

cpb Corporation for Public Broadcasting

ITV COVER LETTER

MEMORANDUM

TO: ITV Directors, All Stations

FROM: Peter Dirr, CPB

SUBJECT: CPB Public Television Program Content Survey 1982

The date given below is one of several on which your station is being surveyed relative to television program content. Your program manager will soon be receiving forms requesting detailed program information on your station's schedule for this date. Precise and correct information is of utmost importance as this will be the basis of the 1982 edition of "Public Television Program Content," published by the CPB.

Although your program manager will be readily able to provide most of the information requested, there are several areas in which your particular expertise will be of value. Some information you have about ITV programs is no doubt unavailable to your program manager: the intended grade level of a series, the educational subject covered by the program, producer, distributor, and the format of the program. Some of this information may be needed for nighttime instructional programming as well as for your daytime slots.

We believe that your input can improve the completeness and accuracy of this survey and we urge you to contact your program manager as soon as possible. He/She has also been alerted to contact you for assistance. As you work together on this survey, you will find that some ITV series (including most of those that will be available on the PBS hard feed) have been pre-coded for your convenience on peel-off strips. Please use these whenever applicable. They may also provide guidance for those series you offer which are not pre-coded.

NEXT SURVEY DATE:

If you have questions, contact Research and Programming Services in San Francisco. The number is (415) 621-5627.

9/81

1111 16th Street N.W. Washington D.C. 20036 Tel. (202) 293-6160

cpb Corporation for Public Broadcasting

FIRST FOLLOW-UP LETTER

Programming Project
P. O. Box 4126
San Francisco, CA 94101

Dear Program Manager,

Over a month ago we mailed you the forms for a sample date in the CPB programming survey. The completed forms have not come back yet. They may have been lost or misplaced; or they may have crossed this letter in the mail. If they are already on their way, thanks. We know that broadcasters are often too busy to be bothered with this kind of thing. Let me assure you that CPB, PBS, and NPR are now the only national organizations that should be gathering data, and we have worked closely together to design this survey.

Enclosed is another set of survey materials. We have tried to make the procedure as simple as possible; but it will obviously take a bit of time to complete the forms. (The average has been about half an hour.)

In the past, public broadcasting has been able to document strengths and weaknesses, plan for future growth, and make its case before local and national funding agencies with data from surveys like this. We need valid information. Please help us get it.

By the way, we hope the instructions are not as intimidating as they seem at first. "Special cases" have to be covered by instructions; but the survey should be simple and clearly defined for almost all problems. However, if you have any problems please phone me at (415)621-5627 (California time).

Thanks very much for you help.

Sincerely,

Robin Mendel

Robin Mendel
Project Manager
Research & Programming Services

Please note: The day and date for which we want answers are on the top of the pink or yellow answer sheet. Use precoded strips (where provided) to save time.

1111 16th Street N.W. Washington D.C. 20036 Tel. (202) 293-6160

Appendix C

Computation of Standard Error

The sample design of this survey was not a simple random sample. Programs were clustered, in the sense that all programs for a single broadcaster-day were taken together. Days were stratified over seven segments of the year and the sample was stratified to include a sample of seven dates for each broadcaster. A simple random sample would have randomly chosen individual programs from among nearly three million programs transmitted by all the broadcasters.

Since it was not a simple random sample, it was improper to compute variance for a given proportion by the formula $V = pq/n$. The appropriate formula for computation of variance was designed for this project in 1974 by Dr. David Brillinger, Department of Statistics, University of California, Berkeley.

The formula required an extensive amount of data processing for any given proportion. (See Estimating Variance section below.) Thus, according to a plan approved by the National Center for Education Statistics (NCES), a variable known as "design effect" was computed for proportions of programs at each alternative within three variables in the survey. Design effect of variance (DEFFv) is the variance computed by the appropriate formula divided by pq/n estimation of variance for the same proportion. (See discussion in Kish, *Survey Sampling*, Wiley, 1965.) The design effect of the standard error (DEFFse) is simply the square root of DEFFv, just as standard error is the square root of variance.

The design effect on the standard error was computed for each variable. These values were then averaged and 1.37 was taken to be the design effect on the standard error, and was used in the computation of appendix table C.2. Values in the table are derived from square root of pq/n estimates of standard error for a given sample size, with those values multiplied by 1.37.

DETERMINING STANDARD ERRORS FOR THIS SURVEY

The table of contents for tables and figures in the beginning of this report includes a column of index letters for determining standard errors. The two steps necessary to calculate standard errors are—

- To find the standard error for a given proportion in any given table or figure, first find the row representing the broadcaster category pertaining to the proportion of interest in appendix table C.1 and the column whose letter corresponds to the standard error index letter listed for the table or figure in the table of contents. The cell thus designated is the number of responses used in calculating the standard error.

For example, to determine the standard error of the percentage of locally produced programs broadcast by Southern broadcasters as listed in Table II.5, find the standard error index letter "A" beside Table II.5 in the table of contents. Then using appendix table C.1 find the intersection of the row representing South and the column A. The 6,500 in the intersection represents the number of observations used to calculate the standard error.

- Second, use the number arrived at to locate the *row* in appendix table C.2 that most closely corresponds to the value from the first step. Then find the *column* that most closely corresponds to the given proportion. The cell where the row and column intersect is the estimated standard error of that proportion. To continue with the example, the number 6,500 is closest to the seventh row (6000). The proportion of locally

produced programming by Southern broadcasters (9.3 percent) is closest to the fourth column (10 percent or 90 percent). The intersection of the row and column is .53, which is the standard error of the proportion of locally produced programming by Southern broadcasters. When a proportion or a value of number falls between two rows or columns, interpolation may be used to obtain a more precise value. Interpolation from percentages to total number of programs and hours may also be used if the reader wishes to obtain standard error for these totals.

The chances are 68 out of 100 that an estimate from this sample would differ from a complete count (every program for every broadcaster) by less than the estimated standard error. The chances are 95 out of 100 that the difference would be less than twice the standard error and about 99 out of 100 that it would be no more than 2.5 times as large.

Continuing with the example, the .53 located in appendix table C.2 indicates that the estimated standard error is approximately ± .53 percentage points. The proportion of locally produced programs aired by Southern broadcasters should be interpreted as ranging between 8.77 percent and 9.83 percent (i.e., 9.3 ± .53) by chance at one standard error.

ESTIMATING VARIANCE

Let $h = 1, \ldots, H\ (=21)$ index the groups of broadcasters (seven per Latin Square). Let $i = 1, \ldots, 7$ index the broadcasters within each group. Let $j = 1, \ldots, 7$ index the day types. Let $k = 1, \ldots, 7$ index the seasons.

Let x_{hijk} denote the observed number of broadcast hours (or programs) in season k, on a day type j, by the i-th broadcaster of group h. Likewise let y_{hijk} denote the observed number of broadcast hours (or programs) of a given type (e.g., "instructional"). Our estimate of the proportion of time (or programs) of a given type is now

$$p = \sum_{h=1}^{H} \sum_{i=1}^{7} \sum_{j=1}^{7} \sum_{k=1}^{7} y_{hijk} \Big/ \sum_{h=1}^{H} \sum_{i=1}^{7} \sum_{j=1}^{7} \sum_{k=1}^{7} x_{hijk}$$

Turning to the problem of estimating the variance of p, let

$$\bar{x}_{hi\cdot\cdot} = \frac{1}{7} \sum_{j,k} x_{hijk} \qquad \bar{x}_{h\cdot j\cdot} = \frac{1}{7} \sum_{i,k} x_{hijk}$$

$$\bar{x}_{h\cdot\cdot k} = \frac{1}{7} \sum_{i,j} x_{hijk} \qquad \bar{x}_{h\cdot\cdot\cdot} = \frac{1}{49} \sum_{i,j,k} x_{hijk}$$

with similar definitions involving y. Next let

$$s_{xxh} = \frac{1}{30} \sum_{i,j,k} (x_{hijk} - \bar{x}_{hi\cdot\cdot} - \bar{x}_{h\cdot j\cdot} - \bar{x}_{h\cdot\cdot k} + 2\bar{x}_{h\cdot\cdot\cdot})^2$$

$$s_{yxh} = \frac{1}{30} \sum_{i,j,k} (y_{hijk} - \bar{y}_{hi\cdot\cdot} - \bar{y}_{h\cdot j\cdot} - \bar{y}_{h\cdot\cdot k} + 2\bar{y}_{h\cdot\cdot\cdot})$$

$$(x_{hijk} - \bar{x}_{hi\cdot\cdot} - \bar{x}_{h\cdot j\cdot} - \bar{x}_{h\cdot\cdot k} + 2\bar{x}_{h\cdot\cdot\cdot})$$

$$s_{yyh} = \frac{1}{30} \sum_{i,j,k} (y_{hijk} - \bar{y}_{hi\cdot\cdot} - \bar{y}_{h\cdot j\cdot} - \bar{y}_{h\cdot\cdot k} + 2\bar{y}_{h\cdot\cdot\cdot})^2$$

The variance of p may now be estimated by

$$\frac{1}{\left[\sum x_{hijk}\right]^2} 49 \sum_{h} (s_{yyh} - 2ps_{yxh} + p^2 s_{xxh})$$

APPENDIX TABLE C.1

Numbers of Cases on Which Percentage Estimates Are Based

Category	A	B	C	D	E	F	G	H
All Broadcasters	22,800	6,200	2,600	14,400	2,800	2,100	13,300	3,700
REGION								
Northeast	4,900	1,500		3,000	600			
South	6,300	2,000		3,700	700			
Central	6,500	1,500		4,200	800			
West	4,400	1,100		2,900	600			
Outlying	700	100		600	100			
POPULATION								
Under 150,000	1,200	100		900	200			
150,000–349,999	2,100	500		1,400	300			
350,000–599,999	2,700	800		1,800	300			
600,000–999,999	3,500	1,100		2,000	400			
1,000,000–2,000,000	3,400	900		2,100	400			
Over 2,000,000	3,600	800		2,300	500			
Overlapped	1,600	500		1,000	200			
Multiple Stations	4,900	1,500		2,900	500			
CLASS								
State System	5,100	1,800		2,800	600			
University	6,700	1,400		4,700	1,000			
Community	8,800	2,300		5,500	1,100			
Local School	2,000	700		1,200	200			
BUDGET								
Under $600,000	2,100	700		1,200	300			
$600,000–$1,399,999	7,100	1,700		4,600	900			
$1,400,000–$2,199,999	4,700	1,200		3,000	600			
$2,200,000–$2,999,999	3,800	1,100		2,300	400			
$3,000,000–$5,999,999	3,200	1,000		2,100	400			
$6,000,000 and over	1,900	500		1,200	300			

APPENDIX TABLE C.2

Estimated Standard Error (to the nearest 100th percentage point for survey design at various levels of Nos. and various proportions)

No.	1% or 99%	2% or 98%	5% or 95%	10% or 90%	15% or 85%	25% or 75%	35% or 65%	50%
100	1.36	1.91	2.99	4.11	4.89	5.93	6.53	6.85
200	.96	1.36	2.11	3.91	3.46	4.19	4.62	4.84
500	.61	.86	1.34	1.84	2.19	2.65	2.92	3.06
1000	.43	.61	.94	1.30	1.55	1.88	2.07	2.17
2000	.30	.42	.67	.92	1.09	1.33	1.46	1.53
4000	.21	.30	.47	.65	.77	.94	1.03	1.08
6000	.18	.25	.39	.53	.63	.77	.84	.88
8000	.15	.21	.33	.46	.55	.66	.73	.77
10000	.14	.19	.29	.41	.49	.59	.65	.69
14000	.11	.16	.25	.35	.41	.50	.55	.57
18000	.10	.14	.22	.31	.36	.44	.49	.51
22000	.09	.13	.20	.28	.33	.40	.44	.46
24000	.09	.12	.19	.27	.32	.38	.42	.44

Appendix D

ITV Subject Matter by Grade Level* Percentage of ITV Programs in Each Grade Level**

APPENDIX D
ITV Subject Matter by Grade Level*
Percentage of ITV Programs in Each Grade Level**

Subject	K	1	2	3	4	5	6	7
Basic Education	7.2%	5.0%	4.5%	4.6%	3.5%	4.1%	3.9%	15.6%
	(33.8)	(33.4)	(31.0)	(32.6)	(32.2)	(37.8)	(36.6)	(87.3)
Reading-Writing	41.1	37.1	34.4	32.7	27.1	28.6	28.8	8.2
	(191.6)	(248.3)	(239.1)	(232.6)	(246.3)	(262.4)	(268.5)	(45.9)
Literature/Humanities	3.9	5.5	5.7	6.1	5.1	5.3	4.9	4.1
	(18.1)	(37.0)	(39.4)	(43.5)	(46.3)	(48.7)	(45.9)	(22.9)
Foreign Language	0.6	0.7	0.8	0.7	0.7	0.7	1.5	3.0
	(2.8)	(4.8)	(5.2)	(4.8)	(6.0)	(6.4)	(13.7)	(16.5)
Mathematics	2.8	5.4	6.5	6.3	6.2	5.9	6.1	8.1
	(12.9)	(35.8)	(45.1)	(45.1)	(56.0)	(53.9)	(56.8)	(45.5)
Science	6.5	7.5	7.8	7.6	14.7	14.9	14.8	15.8
	(30.2)	(50.3)	(54.3)	(54.3)	(133.6)	(136.8)	(138.4)	(88.1)
Social Science	6.6	6.4	7.3	8.1	16.3	13.5	13.4	19.6
	(31.0)	(42.7)	(50.7)	(57.6)	(147.7)	(124.0)	(125.2)	(109.5)
History	1.4	1.3	1.7	1.6	1.3	2.2	1.9	3.3
	(6.4)	(8.4)	(12.1)	(11.3)	(12.1)	(20.1)	(17.7)	(18.5)
Music/Art/Theater	10.0	12.0	12.3	12.8	7.4	6.7	6.4	5.5
	(46.7)	(80.1)	(85.7)	(91.0)	(66.8)	(61.6)	(59.6)	(31.0)
Home Economics	0.3	0.5	0.5	0.7	0.5	0.7	0.7	1.0
	(1.2)	(3.2)	(3.6)	(4.8)	(4.8)	(6.4)	(6.4)	(5.6)
Health/PE/Safety	17.6	16.1	15.8	16.0	13.6	13.5	13.6	10.9
	(82.1)	(107.5)	(109.5)	(113.5)	(123.2)	(124.0)	(127.2)	(60.8)
Environment	0.6	0.6	0.6	0.7	0.4	0.4	0.5	0.6
	(2.8)	(4.0)	(4.0)	(5.2)	(3.6)	(3.2)	(4.8)	(3.2)
Teacher Training	0	0.1	0.1	0.1	0	0	0	0
	0	(0.4)	(0.4)	(0.4)	0	0	0	0
Professional Training	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0
Vocational Training	0.1	0.1	0.1	0.2	0.8	0.7	0.6	0.6
	(0.4)	(0.8)	(0.8)	(1.6)	(6.8)	(6.4)	(6.0)	(3.6)
Other	1.4	1.8	1.9	1.8	2.4	2.7	2.8	3.7
	(6.4)	(12.1)	(13.3)	(12.9)	(22.1)	(24.6)	(26.2)	(20.5)
TOTALS: Percentages	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	(406.5)	(668.9)	(694.2)	(711.1)	(907.6)	(916.4)	(933.3)	(559.0)

* Special care should be taken in interpreting percentages due to small cell sizes.
** Numbers in parenthesis represent average annual programs per broadcaster.
Source: Research and Programming Services.

APPENDIX D (*Continued*)
ITV Subject Matter by Grade Level*
Percentage of ITV Programs in Each Grade Level**

Subject	8	9	10	11	12	Jr. College	College	Adult
Basic Education	16.0%	15.3%	1.6%	1.6%	1.8%	0%	0%	2.0%
	(84.1)	(83.7)	(4.4)	(4.4)	(4.8)	0	0	(3.6)
Reading-Writing	7.7	6.3	6.7	6.2	6.1	3.0	1.4	4.0
	(40.2)	(43.6)	(18.9)	(16.9)	(16.5)	(3.2)	(2.8)	(7.2)
Literature/Humanities	4.2	4.7	3.6	8.0	8.8	9.4	12.0	7.7
	(22.1)	(25.8)	(24.2)	(22.9)	(23.8)	(10.1)	(23.8)	(14.1)
Foreign Language	3.1	4.4	10.6	10.1	9.5	2.6	1.2	3.7
	(16.5)	(24.2)	(29.8)	(27.4)	(25.8)	(2.8)	(2.4)	(6.8)
Mathematics	8.2	8.8	5.4	5.2	5.2	0.4	1.8	2.2
	(43.1)	(47.9)	(15.3)	(14.1)	(14.1)	(0.4)	(3.6)	(4.0)
Science	15.0	13.7	12.1	12.2	11.9	9.4	10.1	7.5
	(78.9)	(74.9)	(34.2)	(33.0)	(32.2)	(10.1)	(20.1)	(13.7)
Social Science	20.1	20.2	14.0	14.4	14.3	19.6	18.9	17.4
	(105.4)	(110.3)	(39.4)	(39.0)	(38.6)	(20.9)	(37.4)	(31.8)
History	3.3	2.3	4.9	5.0	5.1	10.2	10.8	7.7
	(17.3)	(12.5)	(13.7)	(13.7)	(13.7)	(10.9)	(21.3)	(14.1)
Music/Art/Theater	5.4	3.6	4.1	3.9	4.0	5.7	2.8	4.2
	(28.2)	(19.7)	(11.7)	(10.5)	(10.9)	(6.0)	(5.6)	(7.6)
Home Economics	1.1	1.2	3.0	2.7	2.7	9.1	5.9	1.8
	(5.6)	(6.4)	(8.4)	(7.2)	(7.2)	(9.7)	(11.7)	(3.2)
Health/PE/Safety	11.5	14.5	13.7	14.2	14.6	5.3	6.3	5.9
	(60.4)	(78.9)	(38.6)	(38.6)	(39.4)	(5.6)	(12.5)	(10.9)
Environment	0.6	0.6	1.1	1.2	1.2	0.8	1.6	0.7
	(3.2)	(3.2)	(3.2)	(3.2)	(3.2)	(0.8)	(3.2)	(1.2)
Teacher Training	0	0.1	0.3	0.3	0.3	1.1	5.3	12.5
	0	(0.8)	(0.8)	(0.8)	(0.8)	(1.2)	(10.5)	(22.9)
Professional Training	0	0.1	0.3	0.3	0.3	1.1	3.7	2.9
	0	(0.8)	(0.8)	(0.8)	(0.8)	(1.2)	(7.2)	(5.2)
Vocational Training	0.3	0.6	1.4	1.6	1.6	7.9	6.7	9.7
	(1.6)	(3.2)	(4.0)	(4.4)	(4.4)	(8.4)	(13.3)	(17.7)
Other	3.5	3.5	12.1	12.6	12.8	14.3	11.6	10.3
	(18.1)	(18.9)	(34.2)	(34.2)	(34.6)	(15.3)	(22.9)	(18.9)
TOTALS: Percentages	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	(524.8)	(545.7)	(281.7)	(271.3)	(270.9)	(106.7)	(198.4)	(183.1)

* Special care should be taken in interpreting percentages due to small cell sizes.
** Numbers in parenthesis represent average annual programs per broadcaster.
Source: Research and Programming Services

Public Television Programming, 1974-82[1]
Quick Reference

(Continued from inside front cover)

	1974		1976		1978		1980		1982	
	Yearly Average	Percent of Total	Yearly Average	Percent of Total	Yearly Average	Percent of Total	Yearly Average	Percent of Total	Yearly Average	Percent of Total
Instructional Television[2]										
Broadcast Hours	662	17.1%	752	16.6%	728	14.9%	754	14.7%	774	14.3%
Programs	1,931	29.5%	2,185	29.1%	2,199	26.5%	2,406	27.2%	2,328	25.4%
***Sesame Street* and *Electric Company*[2]** (Broadcast hours)										
Sesame Street	558	14.4%	564	12.4%	556	11.4%	581	11.3%	611	11.3%
Electric Company	263	6.8%	244	5.4%	232	4.7%	214	4.2%	192	3.5%
Programming for Special or Target Audiences										
Broadcast hours	278	7.2%	294	6.5%	424	8.7%	434	8.5%	432	8.0%
Programs	532	8.1%	573	7.5%	835	10.1%	843	9.6%	843	9.2%
Local Programming										
Broadcast hours	422	10.9%	430	9.5%	354	7.2%	333	6.5%	332	6.1%
Programs	858	13.1%	840	11.0%	737	8.9%	612	6.9%	612	6.7%
Programming by Time of Day (Percentage of total hours or total number of programs)	Hours	Programs	Hours	Programs	Hours	Programs	Hours	Programs	Hours	Programs
Before school (to 9 a.m.)	2.5%	2.5%	4.3%	4.3%	5.4%	5.4%	6.8%	7.7%	8.3%	9.4%
During school hours	32.9	42.9	32.6	41.8	33.7	42.7	34.6	43.8	34.6	42.0
After school (3-8 p.m.)	29.1	28.1	29.4	28.0	28.2	27.6	27.0	25.6	26.4	25.4
Prime time	31.0	22.8	27.4	19.4	25.6	18.1	24.0	16.3	22.0	15.8
Late night	4.6	3.8	7.3	6.1	7.0	6.2	7.6	6.6	8.7	7.4

[1] Data for 1974 and 1976 refer to the calendar years. Data for other years cover the fiscal years.

[2] Broadcasts of *The Electric Company* and *Villa Alegre* during school hours when school is in session are counted, except for 1974, in two content categories: instructional television and a separate content category for the principal dual-use (at home and in school) children's programs, *Sesame Street* and *The Electric Company*.

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